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ADVERTISING AND MEDIA RESEARCH

Advertising Exposure, Loyalty, and Brand Purchase: A Two-State Model of Choice, GERARD J. TELLIS, May 1988, 134–144.
See "Brand Choice"

Advertising Quality in Sales Response Models, STEPHEN J. ARNOLD, TAE H. OUM, BONHUMIR PAZDERKA, and DOUGLAS W. SNETSINGER, February 1987, 106–113.

Hedonic price theory is adapted to advertising. A quality-adjusted advertising spending function is embedded in a sales response model and the parameters of both equations are estimated in one step. The procedure provides an alternative to the judgmental aggregation of attributes of advertising quality into a single value. The results permit comparison of the sales effects of variations in advertising spending with the effects of variations in copy quality, and permit computation of an advertising figure that accounts for both copy quality and actual spending. A pilot study illustrates the procedure.

An Analysis of the Tradeoff Between Advertising and Price Discounting, RAJ SETHURAMAN and GERARD J. TELLIS, May 1991, 160–174.

The authors examine an important influence on the price-advertising tradeoff, the ratio of price and advertising elasticities. Their theoretical analysis stresses the centrality of the elasticity ratio and shows how the pass-through ratio, the fraction of loyal consumers who take advantage of price discounts, and the contribution-price ratio are additional factors that influence the price-advertising tradeoff. Empirical analysis of 262 observations from published studies indicates that the price elasticity is "on average" 20 times the advertising elasticity. The elasticity ratio is higher for mature products than for products in the early stage of the life cycle, and for nondurable goods than for durable goods. These findings suggest that price discounting may be more profitable than an advertising increase for nondurable goods and mature products. The ratio is smaller for elasticities estimated from yearly data than for those based on quarterly or monthly data. This finding raises a question about the appropriate level of aggregation for understanding the relative effects of price and advertising.

An Approximate Log-Linear Model for Predicting Magazine Audiences, PETER J. DANAHER, November 1989, 473–479.
See "Econometric Models"

Assessing the Role of Contingency Awareness in Attitudinal Conditioning With Implications for Advertising Research, CHRIS T. ALLEN and CHRIS A. JANISZEWSKI, February 1989, 30–43.

The authors investigate a basic mechanism for shaping attitudes that has largely been ignored by empirical researchers in the marketing discipline. Two experiments are reported in which traditional Pavlovian procedures are merged with a view of conditioning that encourages theorizing about attendant cognitive processes. The data indicate that contingency learning or awareness may be a requirement for successful attitudinal conditioning. Contingency awareness entails conscious recognition of the relational pattern between the conditioned and unconditioned stimuli used in a conditioning procedure. In experiment 1, the conditioning procedure affected the evaluative judgments of subjects who were classified (*post hoc*) as contingency aware. In experiment 2, instructions that promoted contingency learning as part of the procedure again influenced participants' attitude judgments. Implications are offered for theory development and for constructing advertisements to foster attitudinal conditioning. Specific suggestions for further research on how one might structure television commercials to foster contingency learning also are presented.

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Associative Positioning Strategies Through Comparative Advertising: Attribute Versus Overall Similarity Approaches, CORNELIA DRÖGE and RENÉ Y. DARMON, November 1987, 377–388.

The authors compare the relative effectiveness of comparative/noncomparative and product-based/non-product-based advertising in the implementation of an associative strategy for cognitive brand positioning. Two metaconstructs, cognitive accuracy and cognitive clarity, are defined, each within an attitude model and a probabilistic multidimensional scaling model. The results from these very different methodological and conceptual approaches indicate that directly comparative advertisements are superior in engendering *overall* brand positioning, whereas only product-based directly comparative ads are superior in engendering brand positioning at the attribute level, and only in terms of positioning clarity.

Attitude Toward the Ad: An Assessment of Diverse Measurement Indices Under Different Processing "Sets," THOMAS J. MADDEN, CHRIS T. ALLEN, and JACQUELYN L. TWIBLE, August 1988, 242–252.

The authors examine two concerns that have emerged in research involving the attitude toward the ad (Aad) construct. The first pertains to conceptualization and measurement. Drawing on recent social cognition and consumer research, the authors propose a distinction for cognitive evaluation and affective reaction as separate dimensions of Aad. Empirical evidence is provided that supports the meaningfulness of this distinction in advertising-response data. The second concern involves processing set and its implications for the external validity of Aad research. The results suggest that processing individuals under disguised versus nondisguised "sets" will influence the nature of their affective versus cognitive responses to an ad.

A Canonical Expansion Model for Multivariate Media Exposure Distributions: A Generalization of the "Duplication of Viewing Law," PETER J. DANAHER, August 1991, 361–367.

A multivariate media exposure model consisting of a truncated canonical expansion of the joint exposure probability is developed. The first term of the expansion is the product of the univariate marginal probabilities, resulting in a model that is a generalization of Goodhardt and Ehrenberg's "duplication of viewing law." The proposed model is compared on the basis of estimation accuracy and computation speed with an accurate and quick "approximate" loglinear model and the popular Metheringham beta-binomial model. For large schedules the canonical expansion is more accurate than the approximate loglinear model but the reverse is true for small schedules. In addition, the proposed model is shown to be six times faster than the approximate loglinear model and much more accurate than Metheringham's model.

The Competitive Implications of Relevant-Set/Response Analysis, JOHN R. HAUSER and BIRGER WERNERFELT, November 1989, 391–405.

Consumers choose from a relevant set of brands. Advertising encourages consumers to consider a brand as relevant. Price and other variables influence consumer choice among relevant brands. The authors examine how the explicit consideration of competitive response affects managerial recommendations and explore the interaction between price and advertising decisions. They consider cases in which managers do and in which they do not anticipate competitive actions.

Cue Compatibility and Framing in Advertising, KEVIN LANE KELLER, February 1991, 42–57.

Findings from a laboratory experiment support three research propositions on how processing goals at ad exposure and retrieval cues in the brand decision environment affect recall of communication effects and ad and brand judgments. The first proposition, the "cue compatibility principle," is that compatibility or a match between the type of information stored in memory at encoding and the type of information present as cues at retrieval is necessary for successful recall of communication effects (e.g., cognitive responses). The second proposition is that though retrieval cues can facilitate recall of strongly associated information, they can inhibit recall of other, less strongly associated information in memory. The third proposition is that because processing goals and retrieval cues affect the accessibility and diagnosticity of communication effects, they "frame" brand judgments by influencing (1) the importance or weight placed on different types of communication effects in ad and brand judgments, and therefore (2) the actual favorableness of the judgments reached. The theoretical and managerial implications of these memory factors on advertising effectiveness are discussed.

A Direct Aggregation Approach to Inferring Microparameters of the Koyck Advertising-Sales Relationship From Macro Data, V. SRINIVASAN and HELEN A. WEIR, May 1988, 145–156.

See "Econometric Models"

Ease of Message Processing as a Moderator of Repetition Effects in Advertising, PUNAM ANAND and BRIAN STERNTHAL, August 1990, 345–353.

The study suggests that the effect of repeated advertising exposures on brand evaluations is moderated by the ease with which the advertising message is processed. Increasing exposures enhanced the effectiveness of a difficult appeal, increased then decreased the effectiveness of a moderately difficult appeal, and decreased then increased the effectiveness of an easy appeal. These outcomes support the premise that message effectiveness can by affected by the time available for message processing and the time required for that task.

Effects of Omitting Conclusions in Advertisements to Involved and Uninvolved Audiences, ALAN G. SAWYER and DANIEL J. HOWARD, November 1991, 467–474.

In two experiments, the authors manipulated the audience involvement level of an advertisement and whether the advertisement was open-ended (i.e., did not include an explicit conclusion) or closed-ended. Results of both experiments show the open-ended advertisement to be superior to the closed-ended one for an involved audience in terms of brand attitude, purchase intention, and choice, whereas only a small and statistically insignificant difference between the two types of advertisements is found for the uninvolved audience. Moreover, the second experiment shows that the choice advantage of the open-ended ad for the involved audience persisted when measured one week later.

Effects of Repeating Varied Ad Executions on Brand Name Memory, H. RAO UNNAVA and ROBERT E. BURNKRANT, November 1991, 406–416.

The encoding variability explanation for the superior memorability of varied ad executions over repeated same executions was tested in two experiments. Results show that attention and encoding variability contribute independently to brand name memory and that encoding variability effects are obtained even when attention differences are controlled.

Encoding and Media Effects on Consumer Learning Deficiencies in the Elderly, CATHERINE A. COLE and MICHAEL J. HOUSTON, February 1987, 55–63.

Alternative cognitive explanations of memory deficiencies in the elderly suggest certain conditions in which elderly might be expected to learn less than younger adults in a consumer information

processing context. The authors investigated these conditions using the levels-of-processing framework for the study of memory. The results indicate greater difficulties on the part of the elderly in deeply processing information from print media and in realizing the learning benefits of television. These findings suggest that marketers face unique problems in reaching this increasingly attractive market segment.

Encoding and Retrieval of Ad Affect in Memory, DOUGLAS M. STAYMAN and RAJEEV BATRA, May 1991, 232–239.

The relationship in memory between affect evoked by an ad during exposure and the brand name is discussed and tested. Two studies tested the possible role of advertising in strengthening ties between affect and a brand name in memory by examining accessibility of ad affect and its possible relevance to decision making. The first study assessed whether the brand name could serve as a prime for ad affect and whether such affect is likely to have greater influence in low than high involvement decisions. The second study showed that subjects whose brand preferences were influenced by positive affect during ad exposure were more able to feel positive when the brand name was used as a subsequent retrieval cue than either subjects without positive affect at exposure or subjects for whom a different brand name was used as the subsequent retrieval cue. Implications are drawn from these results for the storage and retrieval of advertising-elicited affect in memory.

Estimating an Autoregressive Current Effects Model of Sales Response When Observations Are Aggregated Over Time: Least Squares Versus Maximum Likelihood, WILFRED R. VANHONACKER, August 1988, 301–307.

See "Econometric Models"

Growth Curve Analysis in Marketing: Method and Application, GREG J. LESSNE and R. CHOUDARY HANUMARA, November 1988, 391–396.

See "Measurement"

Humor in Advertising: The Moderating Role of Prior Brand Evaluation, AMITAVA CHATTOPADHYAY and KUNAL BASU, November 1990, 466–476.

A consumer's prior evaluation of an advertised brand is hypothesized to moderate the effectiveness of humor in advertising. Further, cognitive responses are hypothesized as mediators of the impact of humorous ads on brand attitude. The results support the hypothesized moderator role of prior brand evaluation: when prior evaluation of the advertised brand is positive, a humorous ad is more effective than its nonhumorous counterpart in changing consumer attitudes and choice behavior. When consumers have a negative prior attitude, the opposite is true: a humorous ad is less effective in changing consumer attitudes and choice behavior than its nonhumorous counterpart. The results also support the conceptualization of cognitive responses as mediators of the impact of humorous advertisements on brand attitude.

An Imagery-Processing View of the Role of Pictures in Print Advertisements, H. RAO UNNAVA and ROBERT E. BURNKRANT, May 1991, 226–231.

Pictures that exemplify verbal product attribute information in an ad are argued to enhance ad recall only when the verbal information is of low imagery. When the verbal information is of high imagery, self-generated images are expected to minimize the effect of externally provided pictures on the recall of verbal information.

The Impact of Feelings on Ad-Based Affect and Cognition, MARIAN CHAPMAN BURKE and JULIE A. EDELL, February 1989, 69–83.

The authors examine the relationships among feelings generated by new television ads for unfamiliar products, judgments of the ads' characteristics, brand attribute evaluations, attitude toward the ad, and attitude toward the brand in a simultaneous equation model. Feelings affect attitude toward the ad and attitude toward the brand directly and indirectly. The particular effects of three different dimensions of feelings—upbeat, warm, and negative—are identified. The results are robust to multiple viewings of the ad, different measurement delay periods, and the particular ad seen.

The Influence of Nonattended Material on the Processing of Advertising Claims, CHRIS JANISZEWSKI, August 1990, 263–278.

Hemispheric processing theory suggests that adding information to support verbal claims in an advertisement may influence the subconscious processing of the claims. Experiment 1 shows nonattended pictorial and verbal advertisements can compete for subconscious resources needed to process an attended verbal message and thus influence the comprehension and memory of the message. Experiment 2 shows similar patterns of interference result when brand claims are accompanied by a product illustration or verbal headline. In each experiment, interference is shown to be a function of the form of the material accompanying the verbal message and its placement in relation to the message. Implications for the design and layout of marketing communications are discussed.

The Information Processing of Coordinated Media Campaigns, JULIE A. EDELL and KEVIN LANE KELLER, May 1989, 149–163.

Marketers are increasingly coordinating their advertising campaigns across media. The authors use information processing theory to examine consumer response to coordinated TV and radio ads. "Radio replay" is defined to occur when a consumer views a TV ad and later hears the audio track from the TV ad as a radio ad. The outcomes from radio replay are posited to depend on the relative extent of comprehension, retrieval, and elaborative processes that consumers undertake during the reinforcing radio ad exposure. The results of a laboratory experiment examining coordinated radio and TV ads show that when consumers heard a radio replay, they did very little critical, evaluative processing. Rather, they appeared to replay mentally the video from the television ad. Recall results are consistent with this processing. Judgments of the ads and the brands, however are as positive for radio replay as they are for the television repetition condition. Implications of these findings for advertising theory and practice are discussed.

A Log-Linear Model for Predicting Magazine Audiences, PETER J. DANAHER, November 1988, 356–362.

A log-linear model for predicting magazine exposure distributions is developed and its parameters are estimated by the maximum likelihood technique. The log-linear model is compared empirically with the best-found model for equal-insertion schedules, one of Leckenby and Kishi's Dirichlet multinomial models. For unequal-insertion schedules the log-linear model is compared with the popular Metheringham beta-binomial model. The results show that the log-linear model has significantly smaller prediction errors than either of the other models.

Measuring the Short-Term Effect of In-Store Promotion and Retail Advertising on Brand Sales: A Factorial Experiment, ALBERT C. BEMMAOR and DOMINIQUE MOUCHOUX, May 1991, 202–214.

See "Pricing Research"

The Mediating Role of Attitude Toward the Ad: Some Additional Evidence, PAMELA M. HOMER, February 1990, 78–86.

MacKenzie, Lutz, and Belch have enhanced our understanding of the mediating role of attitude toward the ad (A_{Ad}). The current

study replicates and extends the structural equation tests of the four competing models they presented. Two independent datasets are used to examine the role of processing involvement. Consistent with the earlier findings, the dual mediation hypothesis model provides the "best" fit of the data in both experiments. However, the hypothesized causal path between brand cognitions and brand attitudes that emerges for each of the datasets conflicts with the earlier findings. Contrary to expectations, processing involvement does not produce substantial differences in the specification or strength of the causal paths.

On the Formation and Relationship of Ad and Brand Attitudes: An Experimental and Causal Analysis, PAUL W. MINIARD, SUNIL BHATLA, and RANDALL L. ROSE, August 1990, 290–303.
See "Attitude Theory Research"

Picture-Word Consistency and the Elaborative Processing of Advertisements, MICHAEL J. HOUSTON, TERRY L. CHILDERS, and SUSAN E. HECKLER, November 1987, 359–369.

Many advertisers believe the pictorial and verbal components of an ad should convey the same meaning. Based on theoretical and empirical evidence from a variety of areas, three experiments were conducted that show superior recall for ads in which the picture and copy convey discrepant information about product attributes when the picture and brand name are linked interactively. An elaborative processing explanation for the effect is supported by the finding that this superiority diminishes if consumers have less opportunity to process the ad and form associative linkages in memory.

Print Ad Recognition Readership Scores: An Information Processing Perspective, ADAM FINN, May 1988, 168–177.

An information processing perspective is used to develop hierarchical and divergent models of how individuals process print ads. An aggregation across individuals generated related audience-level models, which were operationalized by using Starch scores and extended to incorporate specific ad characteristics. Confirmatory tests indicate that these models provide a substantial advance over previous data-driven approaches to analyzing readership scores.

Pulsing in a Discrete Model of Advertising Competition, SEHOON PARK and MINHI HAHN, November 1991, 397–405.

To investigate the effects of pulsing for a firm responding to its competitor's even or pulsed advertising, the authors use a discrete version of the Lanchester model. They show that pulsing can be superior to the even strategy even if the change in market shares is a concave function of advertising. Also, if the advertising response is linear or convex, (1) pulsing is superior to the even strategy and (2) it is more beneficial for the firm to advertise at the high (low) level when its rival advertises at the low (high) level if the firm has stronger brand power, greater net pulsing effect, or a more convex advertising response than its rival firm.

A Quasi-Experiment Assessing the Effectiveness of TV Advertising Directed to Children, MARVIN E. GOLDBERG, November 1991, 445–454.

A Quebec law eliminating advertising to children on Quebec TV stations left American border TV stations as the only source of TV commercials for toys and children's cereals. As a result, English-speaking children in Montreal who watch more children's TV on American stations were exposed to more advertising than French-speaking children who watch more children's TV on French-language Quebec stations. This situation facilitated the structuring of a quasi-experimental design comparing the two groups of children. As expected, English-speaking children were able to recognize significantly more toys available in the marketplace and reported having more children's cereals in their homes than did French-speaking children. Correlational analysis within each language group helped confirm the role of exposure to American TV (and hence of the Quebec law) as the probable cause of the observed differences.

Recognition Versus Recall as Measures of Television Commercial Forgetting, SURENDRA N. SINGH, MICHAEL L. ROTHSCHILD, and GILBERT A. CHURCHILL, JR., February 1988, 72–80.

The authors report the second in a series of experiments on recognition as a dependent variable in the study of learning and forgetting of television commercials. They investigate the impact of time since exposure, commercial length, and commercial repetition on recognition and unaided recall scores. The results indicate that recognition scores are not indiscriminately high, as commonly is argued, and that they do decline with time, contrary to what often is assumed. The data, in fact, show that recognition scores are more sensitive and more discriminating than, and covary with, unaided recall scores. The evidence indicates they warrant more consideration by advertisers.

The Relationship Between Advertising and Product Quality Over the Product Life Cycle: A Contingency Theory, GERARD J. TELLIS and CLAES FORNELL, February 1988, 64–71.

The relationship between advertising and product quality has been a controversial topic in the literature because of conflicting empirical evidence and divergent theories about advertising's effects. The authors present an integrative theory based on consumer response to advertising and the costs of producing quality products. The theory posits that the relationship between advertising and quality is stronger when (1) quality is produced at lower cost and (2) consumers are less responsive to advertising. Such a scenario is more likely during the latter stages of the product life cycle. An empirical test supports this argument.

The Relative Roles of Brand Beliefs and Attitude Toward the Ad as Mediators of Brand Attitude: A Second Look, BANWARI MITTAL, May 1990, 209–219.

A modal finding in prior research has been that attitude toward the advertisement (A_{Ad}) outperforms brand beliefs in explaining brand attitudes. The author shows that when beliefs are covered more comprehensively (so that image attributes are included in addition to the usual utilitarian attributes), the role of beliefs as predictors is enhanced. Consequently, the nonredundant contribution of attitude toward the ad is reduced. New issues are raised about the interrelationships among brand beliefs, A_{Ad}, and brand attitude, and directions for future research to address these issues are suggested.

Shaping the Route to Attitude Change: Central Versus Peripheral Processing Through Comparative Versus Noncomparative Advertising, CORNELIA DRÖGE, May 1989, 193–204.

A two-group LISREL model was used to test the hypothesis that comparative ads tend to be processed centrally whereas noncomparative ads tend to be processed peripherally. Results show that A_{Ad} is a significant predictor of A_{Ad} only in the noncomparative case, whereas A_{Ad}-conation consistency is higher for comparative ads.

Signal Detection Analysis and Advertising Recognition: An Introduction to Measurement and Interpretation Issues, ARMEN TASHCHIAN, J. DENNIS WHITE, and SUKGOO PAK, November 1988, 397–404.

Recently the theory of signal detection has been introduced as a method for improving ad recognition testing. The authors expand upon this presentation, elaborate the various data collection and analytic approaches available to marketing researchers, and discuss the potential problems associated with each approach.

Source Magnification: The Role of Multiple Sources in the Processing of Advertising Appeals, DAVID J. MOORE and RICHARD REARDON, November 1987, 412–417.

Using the information processing approach adopted by Harkins and Petty, the authors find the polarization of thoughts and attitudes in response to strong versus weak arguments to be greater when subjects are exposed to multiple message sources rather than to a single source.

Two-Sided Versus One-Sided Appeals: A Cognitive Perspective on Argumentation, Source Derogation, and the Effect of Disconfirming Trial on Belief Change, MICHAEL A. KAMINS and HENRY ASSAEL, February 1987, 29–39.

The authors consider the effects of exposure to various advertising appeal types (differing in sidedness) on cognitive response and belief change in the context of inoculation and correspondence theory. In one experiment, subjects were exposed to either a one-sided, two-sided refutational, or two-sided nonrefutational appeal and the degree of cognitive activity incurred was measured. Results are partially supportive of both inoculation and correspondence theory, as two-sided appeals produced significantly less counterargumentation and source derogation than the one-sided appeal. In addition, the refutational appeal led to significantly more support argumentation than the one-sided appeal. However, exposure to either two-sided appeal did not differentially affect cognitions. In a second experiment, a disconfirming product trial experience was introduced as an "attack" condition to observe the effects on belief change given exposure to one of the advertising appeals used before. For all attributes, exposure to the one-sided appeal resulted in the greatest degree of belief change. Dominance for the predictions of inoculation over those of correspondence theory is not evident as belief change did not differ significantly between subjects exposed to either two-sided appeal. Finally, a measure of the change in purchase intent has only (nonsignificant) directional support.

The Use of Product Sampling and Advertising: Effects of Sequence of Exposure and Degree of Advertising Claim Exaggeration on Consumers' Belief Strength, Belief Confidence, and Attitudes, LAWRENCE J. MARKS and MICHAEL A. KAMINS, August 1988, 266–281.

Using Smith and Swinyard's integrated information response model as a theoretical foundation, the authors investigate the effects of sequence of exposure to exaggerated advertising and product sampling on subjects' belief strength, belief confidence, attitude, and purchase intention toward a product. Consistent with the model's assumptions, belief and attitudinal confidence are found to be higher for subjects exposed to product sampling alone than for those exposed only to product advertising. Attitude change is significantly greater for subjects receiving an advertising-sample exposure sequence than for those exposed to the reverse sequence, supporting the model's contention that indirect product experiences create low order beliefs that are more susceptible to change than the higher order beliefs created by direct product experience. When the subjects received a negatively disconfirming experience, those who had been exposed to highly exaggerated advertisements had greater shifts in attitude than those exposed to slight exaggeration. This effect was greater for global attitude measures when the advertisement was highly exaggerated. Finally, measures of product attitude and behavioral intentions for subjects exposed to greatly exaggerated advertising in an advertisement-sampling sequence are found generally to be *lower* than those for subjects exposed on sampling alone, indicating a contrast effect.

ATTITUDE THEORY RESEARCH

Assessing the Real-to-Artificial Generalizability of Multiattribute Attitude Models in Tests of New Product Designs, MORRIS B. HOLBROOK and WILLIAM J. HAVLENA, February 1988, 25–35.

The authors investigate the neglected problem of generalizing from multiattribute attitude models based on data for actual brands of real products to reach conclusions on affective responses toward artificial objects or hypothetical concepts, such as those that might be used to develop new product designs. They propose an approach involving four stages of analysis to examine the intervening role of multiattribute attitude models for real products in accounting for the effects of artificial design features on affective responses. The method decomposes the overall relationship of affect to artificial design features into (1) the mediating effects of a multiattribute attitude model based on real products, (2) other indirect effects, and (3) a residual direct effect. This general approach is illustrated and supported by an application to data on responses to male vocal recordings (real products) and alternative recording mixes (artifical objects). The results suggest the need to proceed with caution in using multiattribute attitude models based on real products to guide the design of artifical objects in laboratory tests oriented toward new product development.

Assessing the Role of Contingency Awareness in Attitudinal Conditioning With Implications for Advertising Research, CHRIS T. ALLEN and CHRIS A. JANISZEWSKI, February 1989, 30–43.

See "Advertising and Media Research"

The Impact of Feelings on Ad-Based Affect and Cognition, MARIAN CHAPMAN BURKE and JULIE A. EDELL, February 1989, 69–83.

See "Advertising and Media Research"

The Impact of Inferences on Product Evaluations: Replication and Extension, JEEN-SU LIM, RICHARD W. OLSHAVSKY, and JOHN KIM, August 1988, 308–316.

The authors attempted to replicate and extend Huber and McCann's findings about the spontaneous occurrence of inferences between attributes in studies of product evaluations. Those findings provided support for the conclusion that inferential processes can distort the validity of the traditional additive model and results based on commonly used estimation procedures such as conjoint analysis. Using conflicting as well as supportive pairs of product attributes, the authors found no evidence of inferencing between attributes unless inferences were explicitly induced.

The Mediating Role of Attitude Toward the Ad: Some Additional Evidence, PAMELA M. HOMER, February 1990, 78–86.

See "Advertising and Media Research"

On the Formation and Relationship of Ad and Brand Attitudes: An Experimental and Causal Analysis, PAUL W. MINIARD, SUNIL BHATLA, and RANDALL L. ROSE, August 1990, 290–303.

The unique influence of attitude toward the ad on brand attitude often has been viewed as simply reflecting the impact of peripheral persuasion. The authors' research challenges such a conception. Ad attitude is shown to have a significant influence on brand attitude even in the absence of peripheral persuasion. The feasibility and usefulness of decomposing ad attitude into evaluations of particular ad elements also are explored.

The Relative Roles of Brand Beliefs and Attitude Toward the Ad as Mediators of Brand Attitude: A Second Look, BANWARI MITTAL, May 1990, 209–219.

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Shaping the Route to Attitude Change: Central Versus Peripheral Processing Through Comparative Versus Noncomparative Advertising, CORNELIA DRÖGE, May 1989, 193–204.
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Signal Detection Analysis and Advertising Recognition: An Introduction to Measurement and Interpretation Issues, ARMEN TASHCHIAN, J. DENNIS WHITE, and SUKGOO PAK, November 1988, 397–404.
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The Use of Product Sampling and Advertising: Effects of Sequence of Exposure and Degree of Advertising Claim Exaggeration on Consumers' Belief Strength. Belief Confidence, and Attitudes, LAWRENCE J. MARKS and MICHAEL A. KAMINS, August 1988, 266–281.
See "Advertising and Media Research"

BRAND CHOICE

Advertising Exposure, Loyalty, and Brand Purchase: A Two-State Model of Choice, GERARD J. TELLIS, May 1988, 134–144.
Information processing theory and findings on advertising response suggest a nonlinear response to repetitive ad exposure, mediated by brand loyalty. The response can occur in either or both of the hypothesized stages of purchase: brand choice and quantity choice. A tobit-type analysis of scanner purchases (with TV exposures) of a mature product category appears to support these hypotheses. The effect of advertising is generally nonlinear and its impact on volume purchased is mediated by brand loyalty. Advertising seems to reinforce preference for current brands rather than stimulate brand switching. However, features, displays, and especially price have a stronger impact on response than does advertising. The effect of brand loyalty dominates that of the other variables.

An Alternative Explanation for Lower Repeat Rates After Promotion Purchases, SCOTT A. NESLIN and ROBERT W. SHOEMAKER, May 1989, 205–213.
See "Buyer Behavior"

Brand Introduction Strategies and Competitive Environments, HUBERT GATIGNON, BARTON WEITZ, and PRADEEP BANSAL, November 1990, 390–401.
See "Strategy and Planning"

A Clusterwise Regression Method for Simultaneous Fuzzy Market Structuring and Benefit Segmentation, MICHEL WEDEL and JAN-BENEDICT E. M. STEENKAMP, November 1991, 385–396.
See "Regression and Other Statistical Techniques"

Confirmatory Analysis of Aggregate Hierarchical Market Structures: Inferences From Brand-Switching Behavior, AJITH KUMAR and C. M. SASHI, November 1989, 444–453.
See "Econometric Models"

Constructing MDS Joint Spaces From Binary Choice Data: A Multidimensional Unfolding Threshold Model for Marketing Research, WAYNE S. DeSARBO and DONNA L. HOFFMAN, February 1987, 40–54.
See "Econometric Models"

Consumer Preference Formation and Pioneering Advantage, GREGORY S. CARPENTER and KENT NAKAMOTO, August 1989, 285–298.
See "Buyer Behavior"

Determining Interbrand Substitutability Through Survey Measurement of Consumer Preference Structures, RANDOLPH E. BUCKLIN and V. SRINIVASAN, February 1991, 58–71.
The authors develop a survey approach to determine cross-price elasticities and switching matrices for brands in a prespecified product class. The survey determines for each household whether to elicit multiple subhousehold preference structures to account for differing user/usage situations within the household. The preference structures (brand preferences and price-preference tradeoffs) obtained are used to specify preference functions and estimate choice probabilities. The choice probabilities depend on brand prices and form the basis for obtaining market-level cross-price elasticities and switching matrices by aggregation. The survey-based results are found to be predictive of the actual purchase behavior of 2000 IRI scanner panel households residing in the same area as, but not included in, the survey sample.

Development and Testing of a Model of Consideration Set Composition, JOHN H. ROBERTS and JAMES M. LATTIN. November 1991, 429–440.
The authors develop a model of consideration set composition. The approach taken is to compare the marginal expected benefits of including an additional brand in the consideration set with its associated costs of consideration. From an expression of the utility that a brand needs to gain membership in a current consideration set, the authors derive an expression for set composition and optimal set size. They develop a measurement method to test the model at the individual level and apply it to the ready-to-eat cereal market. The model is tested in two ways. First, the utility function is calibrated at the individual level and the model is used to predict consideration of current brands. The calibrated model also is used to forecast individual consideration of three new product concepts. Second, the predictive ability of a two-stage model of consideration and choice is tested against a traditional one-stage choice model. The authors conclude with a discussion of management implications of the model in terms of auditing current brands and new product management.

Disaggregate Tree-Structured Modeling of Consumer Choice Data, IMRAN S. CURRIM, ROBERT J. MEYER, and NHAN T. LE, August 1988, 253–265.
A new approach to inferring hierarchical models of consumer choice is described. A classification algorithm is used to estimate decision trees at an individual level without requiring prior assumptions about tree form. Derived models are analyzed within a modeling system that summarizes the diversity of decision rules in a sample as well as their implications for aggregate market shares. An application to the analysis of panel data and a comparison with disaggregate logit analysis are reported.

Effect of Dealing Patterns on Consumer Perceptions of Deal Frequency and Willingness to Pay, ARADHNA KRISHNA, November 1991, 441–451.
See "Buyer Behavior"

The Effect of Price, Brand Name, and Store Name on Buyers' Perceptions of Product Quality: An Integrative Review, AKSHAY R. RAO and KENT B. MONROE, August 1989, 351–357.
See "Buyer Behavior"

The Effects of Brand Positioning Strategies on Consumers' Brand and Category Perceptions: Some Insights From Schema Research. MITA SUJAN and JAMES R. BETTMAN, November 1989, 454–467.
Results of four studies demonstrate that perceptions of how different a brand is from other brands in the product category affect

perceptions of the brand's position within the category. Specifically, perceptions that a brand is strongly discrepant result in a subtyped (or niche) position, whereas perceptions that a brand is moderately discrepant result in a differentiated position within the general category. Perceptions of discrepancy are affected both by the extent of discrepancy on an attribute and whether the discrepant information is concentrated in a single ad for the brand or dispersed across multiple ads for the product. The effects associated with a subtyped position, in comparison with a differentiated position, are identified (study 1) and are found to increase with time (study 2). The subtyped versus differentiated distinction for a strongly versus moderately discrepant brand is validated with a sorting task (study 3). This distinction is shown to hold in the context of multiple discrepant brands that differ in their extent of discrepancy (study 4). Implications of the findings for a theoretical understanding of subtyping versus differentiation and for the application of positioning strategies in the marketplace are discussed.

The Effects of Concurrent Verbalization on Choice Processing, GABRIEL BIEHAL and DIPANKAR CHAKRAVARTI. February 1989, 84–96.

Subjects made an initial choice using external product information. Some concurrently verbalized this choice, whereas others did not. Next, they received more information on new brands and a new attribute for all brands. Both verbalizers and nonverbalizers then made a second choice using some of the first choice information incidentally acquired in memory. All subjects verbalized this second choice. The effects of the first choice verbalization manipulation were examined by analyzing the second choice protocols along with the choice outcome and task perception measures. In comparison with verbalizers, nonverbalizers did more problem framing and brand processing during earlier phases of the second choice. However, choice outcomes did not differ. The findings suggest that the verbalization manipulation may have altered the first choice, creating memory differences that affected some subsequent tasks. Retrieval measures corroborate this conclusion. The concurrent verbal protocol method is evaluated on the basis of these findings.

The Effects of a Direct Mail Coupon on Brand Choice Behavior, KAPIL BAWA and ROBERT W. SHOEMAKER, November 1987, 370–376.

The authors examine the effects of a manufacturer coupon on brand choice behavior. The level of coupon redemption and changes in brand choice behavior after redemption are examined as a function of the household's prior probability of purchasing the promoted brand, likelihood of buying a favorite competitive brand, and coupon face value. A model of the coupon redemption decision is developed to predict response to the coupon promotion by different consumer segments. Predictions from the model are tested by using scanner panel data from a field experiment on coupon face values. Coupon redemption rates are found to be much higher among households that have purchased the brand on a regular basis in the past. The results also suggest that most consumers revert to their precoupon choice behavior immediately after their redemption purchase. These and other findings have important implications for the profitability of coupon promotions.

Effects of Price, Brand, and Store Information on Buyers' Product Evaluations, WILLIAM B. DODDS, KENT B. MONROE, and DHRUV GREWAL, August 1991, 307–319.

See "Buyer Behavior"

Effects of Repeating Varied Ad Executions on Brand Name Memory, H. RAO UNNAVA and ROBERT E. BURNKRANT. November 1991, 406–416.

See "Advertising and Media Research"

Effects of Retraction of Price Promotions on Brand Choice Behavior for Variety-Seeking and Last-Purchase-Loyal Consumers, BARBARA E. KAHN and THERESE A. LOUIE, August 1990, 279–289.

See "Buyer Behavior"

Empirical Evidence Supporting the Use of Multiple Choice Models in Analyzing a Population, DENNIS H. GENSCH, May 1987, 197–207.

See "Segmentation Research"

Encoding and Retrieval of Ad Affect in Memory, DOUGLAS M. STAYMAN and RAJEEV BATRA, May 1991, 232–239.

See "Advertising and Media Research"

Estimating Brand Positioning Maps Using Supermarket Scanning Data, STEVEN M. SHUGAN, February 1987, 1–18.

Hauser and Shugan's DEFENDER model is estimated with data obtained from supermarket scanning devices. As a result of that estimation, per dollar multidimensional brand maps are obtained from aggregate sales and price time series data. The estimation procedure employs least squares regression analysis. The maps enable a researcher or brand manager to (1) derive a map from observed choice behavior, (2) study the direct effect of both a brand's price and a brand's position on that brand's sales, (3) obtain statistical measures of accuracy for the estimated brand coordinates, and (4) integrate the traditional cross-price elasticity interpretation of substitutability with perceptual mapping. Actual maps are estimated for three product categories (toothpaste, mouthwash, and dishwashing liquid). Preliminary findings are presented. For example, brands produced by the same manufacturer are often in proximity.

Estimation of Latent Class Models With Heterogeneous Choice Probabilities: An Application to Market Structuring, DIPAK JAIN, FRANK M. BASS, and YU-MIN CHEN, February 1990, 94–101

See "Segmentation Research"

Event History Analysis Measures of Brand Loyalty, RICHARD E. DuWORS, JR. and GEORGE H. HAINES, JR., November 1990, 485–493.

An operational measure of brand loyalty that is not market share dependent is presented. Estimation of brand loyalty for diary data and scanner data shows that brand loyalty is time dependent. The authors discuss these results and introduce event history analysis and its applications in marketing research.

Full-Information Maximum Likelihood Estimation of Brand Positioning Maps Using Supermarket Scanning Data, ERIC WAARTS, MARTIN CARREE, and BEREND WIERENGA, November 1991. 483–490.

See "Regression and Other Statistical Techniques"

Identifying the Generics-Prone Consumer: A Meta-Analysis, DAVID M. SZYMANSKI and PAUL S. BUSCH, November 1987, 425–431.

The authors conducted a meta-analysis of the generics literature. The meta-analysis reveals the strongest predictors of a proneness to buy generic products are consumer perceptions of generics' quality and price and consumers' overall evaluation of generic products. Demographic and psychographic variables and consumer shopping

behaviors are related only weakly to consumers' proneness to buy generics.

Impact of Sales Promotions on When, What, and How Much to Buy, SUNIL GUPTA, November 1988, 342–355.

The effectiveness of a sales promotion can be examined by decomposing the sales "bump" during the promotion period into sales increase due to brand switching, purchase time acceleration, and stockpiling. The author proposes a method for such a decomposition whereby brand sales are considered the result of consumer decisions about *when*, *what*, and *how much* to buy. The impact of marketing variables on these three consumer decisions is captured by an Erlang-2 interpurchase time model, a multinomial logit model of brand choice, and a cumulative logit model of purchase quantity. The models are estimated with IRI scanner panel data for regular ground coffee. The results indicate that more than 84% of the sales increase due to promotion comes from brand switching (a very small part of which may be switching between different sizes of the same brand). Purchase acceleration in time accounts for less than 14% of the sales increase, whereas stockpiling due to promotion is a negligible phenomenon accounting for less than 2% of the sales increase.

Investigating Heterogeneity in Brand Preferences in Logit Models for Panel Data, PRADEEP K. CHINTAGUNTA, DIPAK C. JAIN, and NAUFEL J. VILCASSIM, November 1991, 417–428.

In analyzing panel data, the issue of heterogeneity across households is an important consideration. If heterogeneity is present but is ignored in the analysis, it will result in biased and inconsistent estimates of the effects of marketing mix variables on brand choice. The authors propose the use of a random effects specification to account for heterogeneity in brand preferences across households in a logit framework. The model parameters are estimated by both parametric and semiparametric approaches. The authors also compare their results with those obtained from logit models in which observed past choice behavior is used to capture such heterogeneity. The different models are estimated with the IRI saltine crackers dataset. A formal statistical test of the model specifications shows that the semiparametric specification is the most preferred in terms of the overall fit of the model to the data. In addition, that specification predicts best when the models are validated in a holdout sample of households.

Measuring the Effect of Retail Store Promotions on Brand and Store Substitution, V. KUMAR and ROBERT P. LEONE, May 1988, 178–185.

See "Retailing"

Niching Versus Change-of-Pace Brands: Using Purchase Frequencies and Penetration Rates to Infer Brand Positionings, BARBARA E. KAHN, MANOHAR U. KALWANI, and DONALD G. MORRISON, November 1988, 384–390.

The authors examine deviations from Ehrenberg's "$w_i(1 - b_i)$ equal to a constant" law to infer the positioning of low share brands as niche versus change-of-pace brands. Results from empirical analyses using NPD panel data for four product classes are reported.

A Price Expectations Model of Customer Brand Choice, MANOHAR U. KALWANI, CHI KIN YIM, HEIKKI J. RINNE, and YOSHI SUGITA, August 1990, 251–262.

The authors develop, calibrate, and test a disaggregate model of customer brand choice with customers' price expectations as the mediating construct. They use a two-stage modeling procedure. The first stage is the determination of how expected prices are formed. In the second stage, brand choice is assumed to depend on the brand's retail price and whether or not that price compares favorably with the brand's expected price. The authors also test the hypothesis of symmetry in customer response to positive deviations ("losses") and negative deviations ("gains") of the retail price from the expected price. Analysis of scanner-panel data in the coffee market reveals that the brand choice model in which customers are assumed to respond to retail prices by comparing them with the corresponding expected prices provides a significantly better fit than a traditional brand choice model. Consistent with prospect theory, customers are found to react more strongly to price losses than to price gains. Results from the calibration of the expected price model indicate that expected price is not only dependent on past prices, but is also affected by the frequency with which a brand is promoted, economic conditions, customer characteristics, and the type of store shopped.

A Process-Tracing Study of Brand Extension Evaluation, DAVID M. BOUSH and BARBARA LOKEN, February 1991, 16–28.

The authors explore the implications of considering a brand as representing a category consisting of its products. They report results of a laboratory experiment in which response times and verbal protocols were used to examine processes related to the evaluation of brand extensions. Evaluations of brand extensions were influenced both by the extension's similarity to the brand's current products (brand extension typicality) and by the variation among a brand's current products (brand breadth). An inverted U describes the relationship between brand extension typicality and evaluation process measures. Moderately typical extensions were evaluated in a more piecemeal and less global way than were either extremely typical or extremely atypical extensions. Subjects' attitudes toward brand extensions were correlated highly with their ratings of brand extension typicality.

Reference Effects of Price and Promotion on Brand Choice Behavior, JAMES M. LATTIN and RANDOLPH E. BUCKLIN, August 1989, 299–310.

When consumers are exposed to pricing and promotional activity by frequently purchased packaged goods, they may develop expectations that are used as points of reference in evaluating future activity. The authors build a model to test for the presence of these reference effects on brand choice behavior. The approach differs from previous research in two ways: (1) the model includes reference effects of promotion in addition to reference effects of price and (2) a threshold model is introduced to capture the formation of the consumer's promotional reference point. The authors calibrate a model of brand choice using IRI scanner panel data on ground coffee. The findings suggest that promotional activity has significant reference effects on consumer response.

Robust Measures of Consumer Brand Beliefs, NEIL R. BARNARD and ANDREW S. C. EHRENBERG, November 1990, 477–484.

Three measures of consumers' beliefs about different attributes of competitive brands of packaged goods—free choice, scaling, and ranking—are found to place the brands in the same relative positions on each attribute dimension. In addition, gradients by the recency or frequency of claimed brand usage that have been observed previously in free-choice belief data now are found also in the scaling and ranking data.

The Robustness of MDS Configurations in the Case of Incomplete Data, NARESH K. MALHOTRA, ARUN K. JAIN, and CHRISTIAN PINSON, February 1988, 95–102.

See "Scaling Methods"

A Simultaneous Approach to Market Segmentation and Market Structuring, RAJIV GROVER and V. SRINIVASAN, May 1987, 139–153.

See "Segmentation Research"

Substitution in Use and the Role of Usage Context in Product Category Structures, S. RATNESHWAR and ALLAN D. SHOCKER, August 1991, 281–295.

See "Buyer Behavior"

When Choice Models Fail: Compensatory Models in Negatively Correlated Environments, ERIC J. JOHNSON, ROBERT J. MEYER, and SANJOY GHOSE, August 1989, 255–270.

Linear compensatory models, which involve tradeoffs between product attributes, have been argued to provide reasonably good predictions of choices made by noncompensatory heuristics, which do not involve tradeoffs. This robustness to misspecification of functional form may fail, however, when there are negative correlations among attributes in a choice set. A Monté Carlo simulation demonstrates that certain noncompensatory rules are poorly fit by linear models, even in orthogonal environments, and that this fit diminishes further in nonorthogonal environments. Two laboratory experiments assess the extent to which such model failure might arise in natural contexts. The first, a process-tracing analysis, examines the decision strategies consumers use in nonorthogonal choice environments. The second explores the ability of a compensatory choice model calibrated on actual choices to predict decisions made in orthogonal and nonorthogonal contexts. The authors conclude with a discussion of the work's implications for current research in applied choice modeling.

BUYER BEHAVIOR

Adjusting Stated Intention Measures to Predict Trial Purchase of New Products: A Comparison of Models and Methods, LINDA F. JAMIESON and FRANK M. BASS, August 1989, 336–345.

See "New Product Research"

An Alternative Explanation for Lower Repeat Rates After Promotion Purchases, SCOTT A. NESLIN and ROBERT W. SHOEMAKER, May 1989, 205–213.

Several authors have observed that average repeat rates are lower after a promotion purchase. One interpretation of this result is that a media-coupon or cents-off promotion undermines the consumer's repeat purchase rate. The authors describe an alternative explanation. The explanation is that the promotion temporarily attracts a disproportionate number of households with low purchase probabilities. When the repeat rates of these households are averaged with the repeat rates of those that would have bought the brand even without a promotion, the average rate after a promotion purchase is lower. This effect is demonstrated by means of a numerical example, a closed-form equation for repeat rates, a Monté Carlo purchase simulation, and a logit choice model. An exploratory empirical analysis supports these arguments. Implications for marketing management, research methodology, and future research are discussed.

An Approach for Tracking Within-Segment Shifts in Market Shares, RAJIV GROVER and V. SRINIVASAN, May 1989, 230–236.

See "Segmentation Research"

Cognitive and Age-Related Differences in the Ability to Use Nutritional Information in a Complex Environment, CATHERINE A. COLE and GARY J. GAETH, May 1990, 175–184.

See "Information Processing"

Comparability and Comparison Levels Used in Choices Among Consumer Products, KIM P. CORFMAN, August 1991, 368–374.

A typology for the classification of products according to their comparability is presented and hypotheses about the levels of comparison used by consumers in making choices among durable goods are proposed. The hypotheses are tested with data provided by subjects who made choices among durable goods and indicated their choice criteria in an interactive survey. Subjects tended to use abstract levels of comparison even when items could be compared easily on concrete attributes, and choices between more comparable items were more difficult to make than those between less comparable items.

The Competitive Implications of Relevant Set/Response Analysis, JOHN R. HAUSER and BIRGER WERNERFELT, November 1989, 391–405.

See "Advertising and Media Research"

Consumer Ethnocentrism: Construction and Validation of the CETSCALE, TERENCE A. SHIMP and SUBHASH SHARMA, August 1987, 280–289.

The concept of consumer ethnocentrism is introduced and a corresponding measure, the CETSCALE, is formulated and validated. Four separate studies provide support for the CETSCALE's ability and convergent and discriminant validity. A series of nomological validity tests show consumer ethnocentrism to be moderately predictive of theoretically related constructs.

Consumer Preference Formation and Pioneering Advantage, GREGORY S. CARPENTER and KENT NAKAMOTO, August 1989, 285–298.

Market pioneers outsell later entrants in both consumer and industrial markets. Entry barriers arising from preemptive positioning and switching costs have been advanced to explain this market share difference, termed "pioneering advantage." However, empirical studies show that pioneering advantages are present even in mature markets in which brands reposition and switching costs are minimal. In these cases, the authors argue that pioneering advantage can arise from the process by which consumers learn about brands and form their preferences. This process can produce a preference structure that favors the pioneer, making it difficult for later entrants to "compete away" the pioneer's large market share, even if brands can reposition and switching costs are minimal.

Country Image: Halo or Summary Construct? C. MIN HAN, May 1989, 222–229.

The author examines the role of country image in consumer evaluations of television sets and automobiles. Specifically, two alternative causal models are developed and tested: (1) the halo model hypothesizing that country image serves as a halo in product evaluation and (2) the summary construct model hypothesizing that country image functions as a summary construct. The test results indicate that when consumers are not familiar with a country's products, country image may serve as a halo from which consumers infer a brand's product attributes and which affects their attitude toward the brand indirectly through product attribute rating. In contrast, as consumers become familiar with a country's products, country image may become a construct that summarizes consumers' beliefs about product attributes and directly affects their attitude toward the brand.

Cue Compatibility and Framing in Advertising, KEVIN LANE KELLER, February 1991, 42–57.

See "Advertising and Media Research"

Defensive Marketing Strategy by Customer Complaint Management: A Theoretical Perspective, CLAES FORNELL and BIRGER WERNERFELT, November 1987, 337–346.
See "Strategy and Planning"

Determination of Adopter Categories by Using Innovation Diffusion Models, VIJAY MAHAJAN, EITAN MULLER, and RAJENDRA K. SRIVASTAVA, February 1990, 37–50.
See "Diffusion Research"

Determining Interbrand Substitutability Through Survey Measurement of Consumer Preference Structures, RANDOLPH E. BUCKLIN and V. SRINIVASAN; February 1991, 58–71.
See "Brand Choice"

Effect of Dealing Patterns on Consumer Perceptions of Deal Frequency and Willingness to Pay, ARADHNA KRISHNA, November 1991, 441–450.
Research has shown that brands with higher deal frequency obtain a smaller market share gain on deal and have a lower expected price. However, the level of dealing must be perceived by consumers before it can affect consumer response to promotions. Hence, perception of deal frequency may affect consumer price perceptions and deal response much more strongly than the actual deal frequency. The author determines how consumer perceptions of deal frequency for a brand may be influenced by the dealing pattern of that brand and of other brands. She shows that the price consumers are willing to pay for a brand is correlated more highly with perceived deal frequency than with actual deal frequency. She also shows that the price consumers are willing to pay is correlated with the actual deal frequency of the brand for certain dealing patterns, but not for others.

The Effect of Price, Brand Name, and Store Name on Buyers' Perceptions of Product Quality: An Integrative Review, AKSHAY R. RAO and KENT B. MONROE, August 1989, 351–357.
The authors integrate previous research that has investigated experimentally the influence of price, brand name, and/or store name on buyers' evaluations of product quality. The meta-analysis suggests that, for consumer products, the relationships between price and perceived quality and between brand name and perceived quality are positive and statistically significant. However, the positive effect of store name on perceived quality is small and not statistically significant. Further, the type of experimental design and the strength of the price manipulation are shown to significantly influence the observed effect of price on perceived quality.

The Effect of Purchase Quantity and Timing on Variety-Seeking Behavior, ITAMAR SIMONSON, May 1990, 150–162.
Two consumer strategies for the purchase of multiple items from a product class are contrasted. In one strategy (simultaneous choices/sequential consumption), the consumer buys several items on one shopping trip and consumes the items over several consumption occasions. In the other strategy (sequential choices/sequential consumption), the consumer buys one item at a time, just before each consumption occasion. The first strategy is posited to yield more variety seeking than the second. The greater variety seeking is attributed to forces operating in the simultaneous choices/sequential consumption strategy, including uncertainty about future preferences and a desire to simplify the decision. Evidence from three studies, two involving real products and choices, is consistent with these conjectures. The implications and limitations of the results are discussed.

The Effects of Concurrent Verbalization on Choice Processing, GABRIEL BIEHAL and DIPANKAR CHAKRAVARTI, February 1989, 84–96.
See "Brand Choice"

The Effects of a Direct Mail Coupon on Brand Choice Behavior, KAPIL BAWA and ROBERT W. SHOEMAKER, November 1987, 370–376.
See "Brand Choice"

Effects of Omitting Conclusions in Advertisements to Involved and Uninvolved Audiences, ALAN G. SAWYER and DANIEL J. HOWARD, November 1991, 467–475.
See "Advertising and Media Research"

Effects of Price, Brand, and Store Information on Buyers' Product Evaluations, WILLIAM B. DODDS, KENT B. MONROE, and DHRUV GREWAL, August 1991, 307–319.
The authors report a study of the effects of price, brand, and store information on buyers' perceptions of product quality and value, as well as their willingness to buy. Hypotheses are derived from a conceptual model positing the effects of extrinsic cues (price, brand name, and store name) on buyers' perceptions and purchase intentions. Moreover, the design of the experiment allows additional analyses on the relative differential effects of price, brand name, and store name on the three dependent variables. Results indicate that price had a positive effect on perceived quality, but a negative effect on perceived value and willingness to buy. Favorable brand and store information positively influenced perceptions of quality and value, and subjects' willingness to buy. The major findings are discussed and directions for future research are suggested.

Effects of Relationship Marketing on Satisfaction, Retention, and Prices in the Life Insurance Industry, LAWRENCE A. CROSBY and NANCY STEPHENS, November 1987, 404–411.
Complex, highly intangible services such as life insurance consist largely of credence properties. Insurance providers engage in relationship-building activities that emphasize buyer-seller interaction and communication. Economists contend consumers are prone to make quality generalizations based on the strength of these relationships, perhaps to the detriment of price competition. The authors report contrary results suggesting that, though relationship marketing adds value to the service package, it is not a substitute for having a strong, up-to-date core service.

Effects of Retraction of Price Promotions on Brand Choice Behavior for Variety-Seeking and Last-Purchase-Loyal Consumers, BARBARA E. KAHN and THERESE A. LOUIE, August 1990, 279–289.
In the context of three laboratory experiments ranging from a computer simulation of purchases to actual product use by subjects, the authors investigate how in-store price promotions affect market share after the promotions have been retracted. They find that the effects of promotions are contingent on both the choice patterns of subjects—whether or not subjects switch among brands—and the ubiquity of promotions in a product category. If only one brand is being promoted and subjects are generally loyal to the last brand purchased, brand choice probability declines from prepromotion levels once the promotion is withdrawn. However, if subjects tend to switch among brands in the absence of promotions, or if several brands are being promoted, this decline is mitigated and/or does not occur.

An Elimination by Aspects Model of Consumer Response to Promotion Calibrated on UPC Scanner Data, PETER S. FADER and LEIGH McALISTER, August 1990, 322–332.
See "Econometric Models"

Estimating Purchase Regularity With Two Interpurchase Times, RITA D. WHEAT and DONALD G. MORRISON, February 1990, 87–93.

Determining how regularly purchases occur is an elemental step in modeling and interpreting several aspects of purchase behavior. Methods that calculate regularity at the individual level lack power when the number of observations is small and are confounded by nonstationary behavior when the number of observations is large. The authors present a summary statistic to calculate purchase regularity across consumers, using at a minimum only two interpurchase times per customer.

The Evaluative Consequences of Experiencing Unexpected Favorable Events, DANIEL J. HOWARD and THOMAS E. BARRY, February 1990, 51–60.

The authors examine the effects of a sweepstakes on evaluation of a prize. Participants were entered in a sweepstakes with a high or low probability of winning a prize (a product), which they subsequently won or lost, and then reviewed an ad for the same product that did or did not credibly support claims of product quality. When participants believed they were the winners of a prize they did not expect to win, their evaluations of that prize were based more on their favorable reactions to the sweepstakes *per se* than on a careful appraisal of the available information on the product. These findings seem useful in explaining why sweepstakes operators often are able to convince consumers of the value of a "prize" when its claims of quality lack credibility. Theoretical implications of alternative model predictions and results are discussed.

Expectations and Norms in Models of Consumer Satisfaction, ERNEST R. CADOTTE, ROBERT B. WOODRUFF, and ROGER L. JENKINS, August 1987, 305–315.

Disconfirmation models of customer satisfaction employing three alternative standards of performance were compared by using causal modeling. Pre- and post-measures were obtained from subjects in three different use situations. The disconfirmation paradigm is supported. The analysis suggests that best brand norm and product norm are additional standards used for evaluating focal brand performance.

Forecasting the Effects of an Aging Population on Product Consumption: An Age-Period-Cohort Framework, JOSEPH O. RENTZ and FRED D. REYNOLDS, August 1991, 355–360.

See "Forecasting"

Gender Differences in the Use of Message Cues, JOAN MEYERS-LEVY and BRIAN STERNTHAL, February 1991, 84–96.

See "Information Processing"

Humor in Advertising: The Moderating Role of Prior Brand Evaluation, AMITAVA CHATTOPADHYAY and KUNAL BASU, November 1990, 466–476.

See "Advertising and Media Research"

Identifying the Generics-Prone Consumer: A Meta-Analysis, DAVID M. SZYMANSKI and PAUL S. BUSCH, November 1987, 425–431.

See "Brand Choice"

The Impact of Inferences on Product Evaluations: Replication and Extension, JEEN-SU LIM, RICHARD W. OLSHAVSKY, and JOHN KIM, August 1988, 308–316.

See "Attitude Theory Research"

Impact of Sales Promotions on When, What, and How Much to Buy, SUNIL GUPTA, November 1988, 342–355.

See "Brand Choice"

The Influence of Message Framing and Issue Involvement, DURAIRAJ MAHESWARAN and JOAN MEYERS-LEVY, August 1990, 361–367.

See "Information Processing"

Interactive Impact of Informational and Normative Influences on Donations, STEPHEN A. LaTOUR and AJAY K. MANRAI, August 1989, 327–335.

Two field experiments manipulating informational and normative influence demonstrate that they interact to yield substantial increases in donations. Informational influence involved a message about the positive consequences of donating (e.g., helping to save lives). These results are contrary to those of several prospective correlational studies that found no relationship between these variables and donation behavior.

Modeling Purchase-Timing and Brand-Switching Behavior Incorporating Explanatory Variables and Unobserved Heterogeneity, NAUFEL J. VILCASSIM and DIPAK C. JAIN, February 1991, 29–41.

The authors use a continuous-time semi-Markov approach to analyze in a single framework the purchase-timing and brand-switching decisions of households for a frequently purchased product. The analysis provides more insights into the dynamics of household purchase behavior than could be obtained from conventional discrete choice models such as logit or probit. The authors find that the probability distribution of interpurchase times is not the same for various switching between brands, revealing extra information about the purchase-timing decisions. Further, they find that though the marketing mix and household demographic variables explain a large part of the variation in the brand-switching rates, they account for only a small part of the variation in the repeat purchase rates. Another finding from the analysis is that the rates of switching between brands due to promotional activities such as special displays and price reductions are in reverse order to the share of purchases of the various brands.

Models of Consumer Satisfaction Formation: An Extension, DAVID K. TSE and PETER C. WILTON, May 1988, 204–212.

The authors extend consumer satisfaction literature by theoretically and empirically (1) examining the effect of perceived performance using a model first proposed by Churchill and Surprenant, (2) investigating how alternative conceptualizations of comparison standards and disconfirmation capture the satisfaction formation process, and (3) exploring possible multiple comparison processes in satisfaction formation. Results of a laboratory experiment suggest that perceived performance exerts direct significant influence on satisfaction in addition to those influences from expected performance and subjective disconfirmation. Expectation and subjective disconfirmation seem to be the best conceptualizations in capturing satisfaction formation. The results suggest multiple comparison processes in satisfaction formation.

Mood Manipulation in Marketing Research: An Examination of Potential Confounding Effects, RONALD PAUL HILL and JAMES C. WARD, February 1989, 97–104.

Recently marketing researchers have begun to direct attention to the influence of "mood" on consumer behavior. Researchers generally assume that commonly used mood manipulations produce "converging effects" and do not create confounds with other explanatory variables. The authors question this assumption and show that two different versions of the same mood manipulation are capable of producing comparable mood states that have significantly different effects on subjects' perceived self-efficacy and subsequent decision-making effort. The results suggest that future studies of mood should be designed to better differentiate mood effects from potential confounds.

Multiple Correspondence Analysis of Multiple Choice Experiment Data, EUGENE KACIAK and JORDAN LOUVIERE, November 1990, 455–465.
See "Regression and Other Statistical Techniques"

Organizational Climate and Decision Framing: An Integrated Approach to Analyzing Industrial Buying Decisions, WILLIAM J. QUALLS and CHRISTOPHER P. PUTO, May 1989, 179–192.
See "Industrial Marketing"

A Paired Comparison Nested Logit Model of Individual Preference Structures, WILLIAM L. MOORE and DONALD R. LEHMANN, November 1989, 420–428.
See "Econometric Models"

A Process-Tracing Study of Brand Extension Evaluation, DAVID M. BOUSH and BARBARA LOKEN, February 1991, 16–28.
See "Brand Choice"

Product/Consumption-Based Affective Responses and Postpurchase Processes, ROBERT A. WESTBROOK, August 1987, 258–270.
The author examines consumer affective responses to product/consumption experiences and their relationship to selected aspects of postpurchase processes. In separate field studies of automobile owners and CATV subscribers, subjects reported the nature and frequency of emotional experiences in connection with product ownership and usage. Analysis confirms hypotheses about the existence of independent dimensions of positive and negative affect. Both dimensions of affective response are found directly related to the favorability of consumer satisfaction judgments, extent of seller-directed complaint behavior, and extent of word-of-mouth transmission.

A Quasi-Experiment Assessing the Effectiveness of TV Advertising Directed to Children, MARVIN E. GOLDBERG, November 1990, 445–454.
See "Advertising and Media Research"

The Relationship Between Perceived and Objective Price-Quality, DONALD R. LICHTENSTEIN and SCOT BURTON, November 1989, 429–443.
Four studies were conducted to assess the accuracy with which consumers perceive objective price-quality relationships. Results across four studies indicate that, overall, consumers perceive objective price-quality relationships with only a modest degree of accuracy. However, findings also suggest that the accuracy of consumers' perceptions is moderated by product type; that is, price-quality perceptions are more accurate for nondurable products than for durable products. The authors conclude that consumers' price-quality perceptions appear to be a function of general or product-type-specific schemas, rather than independent evaluations of price-quality relationships for individual product categories.

Reference Effects of Price and Promotion on Brand Choice Behavior, JAMES M. LATTIN and RANDOLPH E. BUCKLIN, August 1989, 299–310.
See "Brand Choice"

A Stochastic First Purchase Diffusion Model: A Counting Process Approach, FRED BÖKER, February 1987, 64–73.
See "New Product Research."

Stochastic Models of Interpurchase Time With Time-Dependent Covariates, SUNIL GUPTA, February 1991, 1–15.
Consumers' purchase time decisions are important elements of their buying decision process. Stochastic models of interpurchase time, which have been used extensively in the marketing literature, are parsimonious, easy to estimate, and usually fit and predict the data well. However, there has been a striking omission of marketing variables in these models. Because empirical evidence suggests that marketing variables, such as promotions, can affect consumers' purchase time decisions, the author presents a methodology for including such variables in these stochastic models. Four commonly used models are discussed: exponential, Erlang-2 (no heterogeneity), and these two models with gamma heterogeneity. Thus one can include duration dependence, heterogeneity, and nonstationarity in the model, and also account for right-censored data. Special care is shown to be needed when covariates, such as marketing variables, vary over time. The models are analytically tractable, which makes their estimation and validation simple and fast. An illustration of the methodology is provided with scanner panel data for coffee. Inclusion of duration dependence, heterogeneity, and marketing variables is shown to improve the models' diagnostics, fit, and predictions.

Substitution in Use and the Role of Usage Context in Product Category Structures, S. RATNESHWAR and ALLAN D. SHOCKER, August 1991, 281–296.
The relationship between the substitution in use approach to product-market structure and cognitive accounts of product category structures is investigated in terms of the role of product usage context. Studies 1 and 2 show that distinctive usages predict similarity judgments, whereas usage versatility predicts prototypicality. The results of a third study suggest that individual usage contexts are associated with subcategories that involve restructuring of the overall category and, as such, guide context-specific product recall. Conceptual and managerial implications of the findings are discussed.

Two-Sided Versus One-Sided Appeals: A Cognitive Perspective on Argumentation, Source Derogation, and the Effect of Disconfirming Trial on Belief Change, MICHAEL A. KAMINS and HENRY ASSAEL, February 1987, 29–39.
See "Advertising and Media Research"

The Use of Product Sampling and Advertising: Effects of Sequence of Exposure and Degree of Advertising Claim Exaggeration on Consumers' Belief Strength, Belief Confidence, and Attitudes, LAWRENCE J. MARKS and MICHAEL A. KAMINS, August 1988, 266–281.
See "Advertising and Media Research"

CHANNELS OF DISTRIBUTION

Commentary on Howell's Observations, JOHN F. GASKI, February 1987, 127–129.
The author offers some reflections on Howell's critique. He provides clarifications and explanations of the Gaski (1986) article including, in one instance, information not originally reported. Some, but not all, of Howell's criticisms are disputed, some are elaborated upon, and corollary questions are raised about his note in its own right.

Covariance Structure Modeling and Measurement Issues: A Note on "Interrelations Among a Channel Entity's Power Sources," ROY D. HOWELL, February 1987, 119–126.
The author examines the measurement and modeling procedures employed by Gaski in a study of the relationships among a channel entity's power sources. A correct specification of the measurement model provides different parameter estimates and conclusions about the fit of the models. A respecification also overcomes Gaski's problems with model identification and provides information not available in the original analysis.

Environmental Determinants of Decision-Making Uncertainty in Marketing Channels, RAVI S. ACHROL and LOUIS W. STERN, February 1988, 36–50.

To function, a marketing channel must have a certain amount of consensus and coordinated decision making among its members. Marketing channel theory had emphasized the "internal" mechanisms of achieving integrated actions. However, channels consist of exchanging organizations that are affected not only by their collective interests, but also by forces "external" to the relationship. Internal coordination mechanisms are likely to be less effective to the extent channel members are faced with uncertainties emanating from external sources. The authors examine the external or environmental factors affecting decision-making uncertainty in channels. The findings indicate that four dimensions—diversity among consumers, dynamism, concentration, and capacity—should be included in future research on the effects of environments on intrachannel variables.

Inducing Franchisees to Relinquish Control: An Attribution Analysis, PUNAN ANAND, May 1987, 215–221.

The author identifies an effective method to induce franchisees to relinquish control in decision making. Attribution theory principles are introduced to describe the process by which franchisees make attributions for their performance. The findings suggest that a franchisee's choice of attributions is dependent on the behavior of other franchisees and their performance. The analysis serves as a basis for predicting when franchisees are likely to relinquish control.

Output Sector Munificence Effects on the Internal Political Economy of Marketing Channels, F. ROBERT DWYER and SEJO OH, November 1987, 347–358.

Like any system, a marketing channel will thrive only to the extent it can secure critical resources from the environment. Using a resource dependence perspective, the authors hypothesize that a weaker member's access to relatively munificent output markets can mitigate a power advantage held by the channel partner that otherwise is used to bureaucratize the channel and endanger the quality of the channel relationship. The authors use a structural equation model to analyze data from dealer informants in the auto industry. The results suggest munificence affects the internal workings of the channel.

Resource Allocation Behavior in Conventional Channels, ERIN ANDERSON, LEONARD M. LODISH, and BARTON A. WEITZ, February 1987, 85–97.

This exploratory study assesses the impact of variables associated with a financial portfolio model (marginal returns, growth, synergy, and uncertainty) and characteristics of the channel relationship (power, organizational climate, and communications) on the selling time allocated by 71 independent sales agencies to the principals they represent. The results indicate that the time allocated to principals is consistent with a normative microeconomic model; however, aspects of the channel relationship, particularly communications, participation, and feedback, also influence resource allocations.

A Transaction Cost Analysis Model of Channel Integration in International Markets, SAUL KLEIN, GARY L. FRAZIER, and VICTOR J. ROTH, May 1990, 196–208.

The authors develop a transaction cost analysis model designed to explain the channel integration choices of firms in international markets. In a test with data collected from a group of Canadian export firms, the model receives significant support, suggesting that an important contingency when deciding on channel structure in a foreign country is the ability of the market to limit the opportunistic tendencies of outside intermediaries. When the enforcement of contractual arrangements cannot be relied upon in the market, different degrees of forward integration are feasible alternatives. Other empirical results suggest that the firm may prefer use of intermediaries in a foreign market with high environmental diversity in order to cope with its inherent complexity and maintain flexibility. Channel volume, the use of shared channels, and country destination also are shown to affect the nature of integration in channels in international markets.

DECISION RESEARCH

A Comparison of Factors Affecting Use of Marketing Information in Consumer and Industrial Firms, ROHIT DESHPANDÉ and GERALD ZALTMAN, February 1987, 114–118.

See "Information Processing"

Environmental Determinants of Decision-Making Uncertainty in Marketing Channels, RAVI S. ACHROL and LOUIS W. STERN, February 1988, 36–50.

See "Channels of Distribution"

Evaluation and Use of Marketing Research by Decision Makers: A Behavioral Simulation, HANJOON LEE, FRANK ACITO, and RALPH L. DAY, May 1987, 187–196.

See "Information Processing"

Individual Differences and Marketing Decision Support System Usage and Satisfaction, GEORGE M. ZINKHAN, ERICH A. JOACHIMSTHALER, and THOMAS C. KINNEAR, May 1987, 208–214.

Relatively little is known about how managers interact with marketing decision support systems such as a computer simulation. The authors investigate individual difference variables to determine their role in influencing the utilization of and satisfaction with one component of a marketing decision support system. The research vehicle used is a computer simulation model for assisting decision making in retailing. The findings indicate that risk averseness, involvement, cognitive differentiation, and age are important predictors of utilization and satisfaction. Managerial implications of the findings are discussed.

Multiattribute Dyadic Choice: Models and Tests, DAVID J. CURRY, MICHAEL B. MENASCO, and JAMES W. VAN ARK, August 1991, 259–267.

Three models for resolving a cooperative, dyadic choice problem are formulated and solved. Solutions are presented in n-dimensional attribute space (versus the utility plane) to focus on cognitive conflict between decision makers rather than on goal conflict. Forecasts from the models are compared in a choice experiment. All three models outperform chance in predicting a dyad's first choice, but the non-zero reference point model best predicts second through n^{th} places—a desirable feature for product positioning applications. Recommendations for incorporating the model into choice simulators and expert negotiating systems are provided.

Perceptions of Relative Influence: Formation and Measurement, KIM B. CORFMAN, May 1991, 125–136.

A model is proposed to explain sources of error in perceptions and reports of relative influence. The analysis focuses on the determinants of inferential ability and perceptual bias and their effects on the accuracy of spouses' self-reports on relative influence. Results have implications for research on groups, indicating that accuracy improves when more specific measures are used. Further, accuracy is improved through the impact of specificity on relative influence, traditionalism, desire to win, empathy, stage in the family lifecycle, education, and sex.

DIFFUSION RESEARCH

Determination of Adopter Categories by Using Innovation Diffusion Models, VIJAY MAHAJAN, EITAN MULLER, and RAJENDRA K. SRIVASTAVA, February 1990, 37–50.

Using the analytical logic underlying the classical adopter categorization approach proposed by Rogers, the authors suggest that adopter categories for a product innovation can also be developed by using other well-established diffusion models such as the Bass model. With data on 11 consumer durable products, they compare adopter categories generated by the classical approach and the Bass diffusion model, respectively. An application examining the diffusion of personal computers is documented to illustrate the usefulness of the adopter categorization based on the Bass diffusion model in studying differences among adopter categories.

A Meta-Analysis of Applications of Diffusion Models, FAREENA SULTAN, JOHN U. FARLEY, and DONALD LEHMANN, February 1990, 70–77.

A meta-analysis of 213 applications of diffusion models from 15 articles relates model parameters to the nature of the innovation, the country under study, model specification, and estimation procedure. The effect of use of the same data by several researchers is examined, as are weighting schemes for improving efficiency of the meta-analysis. A Bayesian scheme is used to combine results from the meta-analysis with new data for estimation of parameters in a new situation.

ECONOMETRIC MODELS

Advertising Quality in Sales Response Models, STEPHEN J. ARNOLD, TAE H. OUM, BONHUMIR PAZDERKA, and DOUGLAS W. SNETSINGER, February 1987, 106–113.

See "Advertising and Media Research"

An Approximate Log-Linear Model for Predicting Magazine Audiences, PETER J. DANAHER, November 1989, 473–479.

In 1988 Danaher showed a log-linear model to be accurate for predicting magazine exposure distributions. However, the model was expensive on computer time and stored array space when the number of magazines and insertions was large. An approximation to that model is developed that is of comparable accuracy yet takes less than one quarter of the computation time and eliminates the need for a large stored array. The approximate log-linear model is compared empirically with Danaher's previous log-linear model and one of Leckenby and Kishi's Dirichlet-multinomial models for equal-insertion schedules. For unequal-insertion schedules, the approximate log-linear model is compared with the log-linear model and the popular Metheringham beta-binomial model. The results show that, in accuracy, the approximate log-linear model is between the log-linear and Leckenby and Kishi's model for equal insertions and is about the same as the log-linear for unequal-insertion schedules, but is significantly more accurate than Metheringham's model.

A Bootstrap Procedure for Evaluating Goodness-of-Fit Indices of Structural Equation and Confirmatory Factor Models, PAULA FITZGERALD BONE, SUBHASH SHARMA, and TERENCE A. SHIMP, February 1989, 105–111.

The authors propose a bootstrap procedure for evaluating the goodness-of-fit indices for structural equation and confirmatory factor models. Monté Carlo simulations are applied to obtain a bootstrap sampling distribution (BSD) for each fit statistic. Then the BSD is used to evaluate model fit. Because the BSD takes into consideration sample size and model characteristics (e.g., number of factors, number of indicators per factor), its application in the proposed procedure makes it possible to compare the fits of competing models. Two previous studies are reanalyzed in illustrating how to implement the proposed procedure.

Boundary Value Models for the Combination of Forecasts, MARK M. MORIARTY, November 1990, 402–417.

See "Forecasting"

A Canonical Expansion Model for Multivariate Media Exposure Distributions: A Generalization of the "Duplication of Viewing Law," PETER J. DANAHER, August 1991, 361–367.

See "Advertising and Media Research"

Competitive Reactions to Market Entry: Explaining Interfirm Differences, HUBERT GATIGNON, ERIN ANDERSON, and KRISTIAAN HELSEN, February 1989, 44–55.

See "Strategy and Planning"

Confirmatory Analysis of Aggregate Hierarchical Market Structures: Inferences From Brand-Switching Behavior, AJITH KUMAR and C. M. SASHI, November 1989, 444–453.

A probabilistic model is developed for testing hypothesized hierarchical market structures at the aggregate level using brand-switching data. Each hypothesized structure is represented by a directed graph and its parameters are estimated by using log-linear modeling techniques. As an illustration, the method is applied to data on soft drinks.

Constructing MDS Joint Spaces from Binary Choice Data: A Multidimensional Unfolding Threshold Model for Marketing Research, WAYNE S. DeSARBO and DONNA L. HOFFMAN, February 1987, 40–54.

The authors present a new multidimensional unfolding methodology that can analyze various types of individual choice data. The model represents choice data, defined by dichotomous variables that indicate whether a particular brand was chosen or not, in terms of a joint space of consumers and brands. Explicit treatment of marketing and subject background variables is allowed through optional model reparameterizations of consumers and brands. Together with the joint space representation of both consumers and brands, these optional reparameterizations can provide information on appropriate market segmentation bases and respective product positioning strategies. The authors apply this spatial choice model to data on consumer (intended) choices for 12 residential communications devices and demonstrate how the results can be used for optimal positioning decisions.

Cross-Validation and Information Criteria in Causal Modeling, CHRISTIAN HOMBURG, May 1991, 137–144.

Many applications of causal modeling in marketing involve selection among several competing causal models. The author investigates whether common criteria for model selection such as cross-validation indices and information criteria are likely to lead to discovery of the correct population model. Guidance on the use of these selection criteria in practice is provided for substantive marketing researchers. Results indicate that the adequacy of cross-validation depends critically on the method used for sample-splitting. The author suggests the application of Snee's DUPLEX algorithm in this context. For situations in which the assumption of multinormally distributed variables is justified, information criteria are found to be highly appropriate for model selection, outperforming cross-validation methods in several respects.

Cross-Validation for Prediction, BRUCE COOIL, RUSSELL S. WINER, and DAVID L. RADOS, August 1987, 271–279.

See "Regression and Other Statistical Techniques"

Developing and Testing a Contingency Paradigm of Group Choice in Organizational Buying, ELIZABETH J. WILSON, GARY L. LILIEN, and DAVID T. WILSON, November 1991, 452–466.
See "Organizational Buyer Behavior"

Development and Testing of a Model of Consideration Set Composition, JOHN H. ROBERTS and JAMES W. LATTIN, November 1991, 429–440.
See "Brand Choice"

A Direct Aggregation Approach to Inferring Microparameters of the Koyck Advertising-Sales Relationship from Macro Data, V. SRINIVASAN and HELEN A. WEIR, May 1988, 145–156.

The authors examine the advertising-sales relationship in the framework of the Koyck model. They note that if only macro (e.g., annual) data are available, it is necessary to approximate micro (e.g., monthly) data in order to minimize the "data interval bias" in estimating the microparameters. They examine two previously proposed models for minimizing the data interval bias and propose a direct aggregation model that avoids some of the problems common to those two models. The proposed constrained search estimation method eliminates the problem of infeasible parameter estimates present in the OLS estimation of the two previous models. A comparison of the constrained search estimation of the three models in a simulation setting indicates that the proposed model recovers the microparameters more accurately than the other two models.

An Elimination by Aspects Model of Consumer Response to Promotion Calibrated on UPC Scanner Data, PETER S. FADER and LEIGH McALISTER, August 1990, 322–332.

Because consumers are believed to use simplifying heuristics to screen alternatives before choosing one to purchase, the authors formulate and estimate an elimination by aspects model at the individual household level, using UPC scanner data collected from purchases of regular ground coffee. The proposed model fits and predicts the data as well as its compensatory approximation. The parameters of the proposed model are reasonably stable, unbiased, and different in interesting ways from their compensatory counterparts.

Equilibrium Characteristics of Multinomial Logit Market Share Models, THOMAS S. GRUCA and D. SUDHARSHAN, November 1991, 480–482.

Previous research suggests that a multinomial logit model of market share can be used in optimization or equilibrium analyses of marketing decision making. However, there are significant problems with the solutions obtained from such an analysis. The authors show that for any firm with less than a 50% market share, the profit maximizing solution is to increase advertising as much as possible. The same holds true for any other positively signed marketing mix variable. The exponential property of the MNL model precludes reasonable descriptions of firm behavior in this case. Thus, the MNL market share model is inappropriate for equilibrium analysis of marketing competition.

Estimating an Autoregressive Current Effects Model of Sales Response When Observations are Aggregated Over Time: Least Squares Versus Maximum Likelihood, WILFRIED R. VANHONACKER, August 1988, 301–307.

Estimating autoregressive current effects models is not straightforward when observations are aggregated over time. The author evaluates a familiar iterative generalized least squares (IGLS) approach and contrasts it to a maximum likelihood (ML) approach. Analytic and numerical results suggest that (1) IGLS and ML provide good estimates for the response parameters in instances of positive serial correlation, (2) ML provides superior (in mean squared error) estimates for the serial correlation coefficient, and (3) IGLS might have difficulty in deriving parameter estimates in instances of negative serial correlation.

Estimation and Use of Standard Errors of Latent Class Model Parameters, RAJIV GROVER, August 1987, 298–304.
See "Regression and Other Statistical Techniques"

Expectations and Norms in Models of Consumer Satisfaction, ERNEST R. CADOTTE, ROBERT B. WOODRUFF, and ROGER L. JENKINS, August 1987, 305–314.
See "Buyer Behavior"

Hypothesis Testing With Scanner Data: The Advantage of Bayesian Methods, GREG M. ALLENBY, November 1990, 379–389.

The author presents a Bayesian method of testing possibly nonnested restrictions in a multivariate linear model and, using store-level scanner data, compares it with classical methods. The Bayesian tests are shown to be either equal or superior to classical tests in terms of objectivity, ease of use, and ease of interpretation. Classical tests lack a natural metric for comparing non-nested models and often employ super models in which the entertained hypotheses are special cases (i.e., nested). Nested classical tests are almost always significant when used with scanner data, making their interpretation problematic. In contrast, large samples cause Bayesian methods to become less dependent on subjective aspects of the prior distribution and therefore more objective.

Implications of Market Structure for Elasticity Structure, GARY J. RUSSELL and RUTH N. BOLTON, August 1988, 229–241.

Though considerable attention has been given to market structure, little research has been done on the relationship between market structure and elasticity structure. The authors develop and partially test the aggregate constant ratio elasticity pattern (ACREP), a parsimonious marketing mix elasticity model that describes the elasticity structure of submarkets characterized by a proportional-draw market share mechanism. An analysis of the brand price elasticities in nine markets (covering six product categories) suggests that the ACREP model is a robust approach for predicting the elasticity structure of submarkets within a nondurable product class. The underlying ACREP parameters, measuring consumer propensity to switch within and between submarkets, show systematic relationships with structural characteristics of the product markets.

The Interaction of Measurement and Structure in Simultaneous Equation Models with Unobservable Variables, AJITH KUMAR and WILLIAM R. DILLON, February 1987, 98–105.
See "Measurement"

Investigating Heterogeneity in Brand Preferences in Logit Models for Panel Data, PRADEEP K. CHINTAGUNTA, DIPAK C. JAIN, and NAUFEL J. VILCASSIM, November 1991, 417–428.
See "Brand Choice"

Measuring the Effect of Retail Store Promotions on Brand and Store Substitution, V. KUMAR and ROBERT P. LEONE, May 1988, 178–185.
See "Retailing"

A Meta-Analysis of Applications of Diffusion Models, FAREENA SULTAN, JOHN U. FARLEY, and DONALD LEHMANN, February 1990, 70–77.
See "Diffusion Research"

Modeling Marketing Interactions With Application to Salesforce Effectiveness, HUBERT GATIGNON and DOMINIQUE M. HANSSENS, August 1987, 247–257.

The authors propose that a general class of market response models with marketing parameter equations be used for the study of mar-

keting interactions. They inventory alternative model specifications of marketing mix interactions, along with the estimation procedures, and compare two that are relevant in an application to the determinants of U.S. Navy salesforce effectiveness. The authors also illustrate the importance of modeling interactions as a basis for making inferences about marketing mix resource allocation.

Modeling Purchase-Timing and Brand-Switching Behavior Incorporating Explanatory Variables and Unobserved Heterogeneity, NAUFEL J. VILCASSIM and DIPAK C. JAIN, February 1991, 29–41.

See "Buyer Behavior"

A Monté Carlo Comparison of Estimators for the Multinomial Logit Model, DAVID S. BUNCH and RICHARD R. BATSELL, February 1989, 56–68.

Marketing researchers use the multinomial logit (MNL) model to analyze discrete choice, and estimate parameters either by maximum likelihood (ML) or minimum logit chi square (MLCS). Some controversy persists, however, over which is better. Review articles in marketing recommend ML over MLCS, but the statistics literature suggests that MLCS should be preferred. No studies have directly compared the performance of ML and MLCS in a marketing context. The authors assess the relative performance of ML, MLCS, and three other candidate estimators for MNL marketing applications involving repeated-measures datasets collected by means of multiple-subset designs. In contrast to most previous findings in the statistics literature, the results strongly support the use of ML. ML is found to outperform the other estimators on a variety of point estimation, predictive accuracy, and statistical inference criteria and ML test statistics are found to have asymptotic behavior for datasets involving relatively few replications.

Multiattribute Dyadic Choice: Models and Tests, DAVID J. CURRY, MICHAEL B. MENASCO, and JAMES W. VAN ARK, August 1991, 259–267.

See "Decision Research"

On the Assessment of Unidimensional Measurement: Internal and External Consistency, and Overall Consistency Criteria, JAMES C. ANDERSON, DAVID W. GERBING, and JOHN E. HUNTER, November 1987, 432–437.

See "Measurement"

On the Use of Structural Equation Models in Experimental Designs. RICHARD P. BAGOZZI and YOUJAE YI, August 1989, 271–284.

New procedures are developed and illustrated for the analysis of experimental data with particular emphasis on MANOVA and MANCOVA designs. The authors begin with one-way designs, including overall tests of significance, step-down analyses, and the use of latent variables. Next they describe a general test of homogeneity and consider a procedure that is applicable even under conditions of heterogeneity. Two-way designs then are derived as special cases of the more general *n*-way case. Finally, advantages and disadvantages of the new methods are considered.

A Paired Comparison Nested Logit Model of Individual Preference Structures, WILLIAM L. MOORE and DONALD R. LEHMANN, November 1989, 420–428.

Models that rely on the assumption of simple scalability have dominated multiattribute choice and preference modeling for almost 20 years, despite the fact that simple scalability is violated in many instances. Several attempts have been made to construct choice models that do not involve this assumption; however, their application to individual-level analysis has been limited by data requirements and computational problems. Furthermore, few attempts have been made to build similar models of *preference* structures. The authors present a method for analyzing individual-level hierarchical preference structures that is estimated by a nested logit formulation. The method is very tractable with a large number of brands; it requires only paired comparison data and it provides significantly better fits on calibration data and predictions on holdout data than a Luce model for most respondents in an illustrative application.

Pioneering and Market Share: Is Entry Time Endogenous and Does It Matter? MICHAEL J. MOORE, WILLIAM BOULDING, and RONALD C. GOODSTEIN, February 1991, 97–104.

All previous empirical work assessing the effects of pioneering on firm performance treats pioneering as an exogenous variable. The authors develop a theoretical model of the entry decision that suggests treatment of pioneering as an endogenous variable. They test the model by reestimating a recent empirical pioneering model. Using Hausman's specification test, they find statistically significant bias in the exogenous pioneering model. In assessing the effect of pioneering on market share, they find substantive differences between the biased and inconsistent exogenous pioneering estimates and the consistent endogenous estimates in terms of both statistical and practical significance.

The Price Elasticity of Selective Demand: A Meta-Analysis of Econometric Models of Sales, GERARD J. TELLIS, November 1988, 331–341.

The author describes a meta-analysis of econometric studies that estimated the elasticity of selective sales or market share to price. The literature review yielded 367 suitable price elasticities from about 220 different brands/markets. The results indicate that the price elasticity is significantly negative. The omission of distribution or quality, the use of only cross-sectional data, and temporal aggregation lead to severe biases in the estimates of price elasticity. The elasticity also differs significantly over the brand life cycle, product categories, estimation methods, and countries.

Primary Demand for Beer in The Netherlands: An Application of ARMAX Model Specification, PHILIP HANS FRANSES, May 1991, 240–245.

The central issue in the application of econometric and time series analysis (ETS) to market response models is the model-building process. The author proposes a specification strategy for ETS modeling and applies it to the primary demand for beer in The Netherlands.

A Probabilistic Choice Model for Market Segmentation and Elasticity Structure, WAGNER A. KAMAKURA and GARY J. RUSSELL, November 1989, 379–390.

See "Segmentation Research"

Pulsing in a Discrete Model of Advertising Competition, SEHOON PARK and MINHI HAHN, November 1991, 397–405.

See "Advertising and Media Research"

A Reservation-Price Model for Optimal Pricing of Multiattribute Products in Conjoint Analysis, RAJEEV KOHLI and VIJAY MAHAJAN, August 1991, 347–354.

See "Pricing Research"

Response Function Estimation Using the Equity Estimator, ARVIND RANGASWAMY and LAKSHMAN KRISHNAMURTHI, February 1991, 72–83.

Multicollinearity often hampers the estimation of the "independent" effects of the marketing mix variables in sales response models. In a previous study, the authors recommended the use of the equity

estimator for estimating linear models in the presence of multicollinearity. In this article, they evaluate the performance of equity, ridge, OLS, and principal components estimators in estimating response functions for 36 pharmaceutical products. Overall, equity outperforms the other three estimators on criteria such as estimated bias, variance, and face validity of the estimates. The four estimators have similar levels of predictive accuracy. The authors also present some managerial implications for resource allocation in the pharmaceutical industry.

Robustness and Small-Sample Properties of the Estimators of Probabilistic Multidimensional Scaling (PROSCAL), B. KEMAL BÜYÜKKURT and MERAL DEMIRBAG BÜYÜKKURT, May 1990, 139–149.

See "Scaling Methods"

Share-Ratio Estimation of the Nested Multinomial Logit Model, GORDON G. BECHTEL, May 1990, 232–237.

Recently the nested multinomial logit (NMNL) model has been proposed to remedy the "independence of irrelevant alternatives" (IIA) property of the classical multinomial logit (MNL) model. The author brings the NMNL model under generalized least squares theory, thereby enhancing its estimation with large datasets containing only market shares. In this procedure one uses a pairwise approach by constructing share ratios among choice alternatives and subsets of alternatives in a partitioned choice set. An additional advantage of this method is that it generates a chi square test for IIA in the MNL submodel, which is a special case of the NMNL model.

Some Further Remarks on Measurement-Structure Interaction and the Unidimensionality of Constructs, AJITH KUMAR and WILLIAM R. DILLON, November 1987, 438–444.

See "Measurement"

Some Results on the Behavior of Alternate Covariance Structure Estimation Procedures in the Presence of Non-Normal Data, SUBHASH SHARMA, SRINIVAS DURVASULA, and WILLIAM R. DILLON, May 1989, 214–221.

See "Regression and Other Statistical Techniques"

Stochastic Models of Interpurchase Time With Time-Dependent Covariates, SUNIL GUPTA, February 1991, 1–15.

See "Buyer Behavior"

Territory Sales Response Models: Stability Over Time, ADRIAN B. RYANS and CHARLES B. WEINBERG, May 1987, 229–233.

See "Salesforce Research"

When Choice Models Fail: Compensatory Models in Negatively Correlated Environments, ERIC J. JOHNSON, ROBERT J. MEYER, and SANJOY GHOSE, August 1989, 255–270.

See "Brand Choice"

FORECASTING

Boundary Value Models of the Combination of Forecasts, MARK M. MORIARTY, November 1990, 402–417.

The combination of forecasts model (which is usually expressed as a linear combination of individual forecasting models) has received increasing attention in the literature. The principal advantage of forecast combination models is that they yield lower forecast errors than their individual constituent models under appropriate conditions. Two conditions of particular importance are (1) the relative accuracy of the individual forcasting models and (2) the correlations among the models' disturbance terms. For marketing forecasting, the author demonstrates that a variety of boundary value models for the forecast combination represent reasonable model alternatives to an optimal model when it is difficult to judge the relative accuracy and disturbance term intercorrelations of the individual forecasting models.

Forecasting the Effects of an Aging Population on Product Consumption: An Age-Period-Cohort Framework, JOSEPH O. RENTZ and FRED D. REYNOLDS, August 1991, 355–360.

A method of forecasting the effects of changing age distributions and cohort succession on product consumption is presented. Cohort analysis is used to estimate the effects of age, period, and cohort membership on consumption. Recent developments in cohort analysis are reviewed and a study of coffee consumption reported. The forecasts differ from traditional cross-sectional forecasts and in some cases predict changes opposite in directionality. The cohort forecasts are shown to be more accurate than cross-sectional forecasts in the coffee study. The method is not limited to forecasting product consumption, but can be used in forecasting other behaviors, attitudes, and opinions.

Heuristics and Biases in the Intuitive Projection of Retail Sales, ANTHONY D. COX and JOHN D. SUMMERS, August 1987, 290–297.

Retail merchandise buyers are shown to exhibit a nonregressive bias when making sales projections. A quantitative model based on the principle of statistical regression is found to outperform the judgmental sales predictions of experienced buyers. Implications for the appropriate roles of intuitive and model-based decision making in retail merchandise buying are discussed.

INDUSTRIAL MARKETING

Alliances in Industrial Purchasing: The Determinants of Joint Action in Buyer-Supplier Relationships, JAN B. HEIDE and GEORGE JOHN, February 1990, 24–36.

Recent trends in industrial markets indicate that buyers and sellers are increasingly supplanting conventional "arm's length" arrangements with "alliances" involving closer ties. The authors develop a theoretical model of industrial buyer-supplier ties that presents joint action as a key aspect of closeness. Whereas conventional ties emphasize a clearly defined division of labor, these newer relationships are distinguished by more tightly integrated roles based on undertaking activities jointly. Drawing primarily on a normative theory of transaction costs, the authors identify the conditions under which these relationships are useful. The utility of the relationships derives from an ability to safeguard relationship-specific investments and to facilitate adaptation to uncertainty. Using data from a sample of industrial firms and their suppliers, the authors test these predictions. The results show good support for the model. Consequences for research and practice in marketing are drawn.

The Influence of Formalization on the Organizational Commitment and Work Alienation of Salespeople and Industrial Buyers, RONALD E. MICHAELS, WILLIAM L. CRON, ALAN J. DUBINSKY, and ERICH A. JOACHIMSTHALER, November 1988, 376–383.

See "Salesforce Research"

Interdepartmental Conflict in Organizational Buying: The Impact of the Organizational Context, DONALD W. BARCLAY, May 1991, 145–159.

See "Organizational Buyer Behavior"

Organizational Climate and Decision Framing: An Integrated Approach to Analyzing Industrial Buying Decisions, WILLIAM J. QUALLS and CHRISTOPHER P. PUTO, May 1989, 179–192.

The authors examine the ability of prospect theory to explain industrial buyer decision behavior and explore the benefits of using organizational climate as one of the factors affecting the decision-

framing process of industrial buyers. They develop a conceptual model of the industrial buying decision process, hypothesizing that factors such as the organizational climate and the buyer's general orientation toward risk affect the decision frame and, subsequently, the buyer's choice. The model was tested empirically in a field experiment using a national sample of industrial buyers. The results for the experimentally manipulated factors support the hypotheses about the way industrial buyers form decision reference points, compare alternatives, and eventually make choices. The results for the organizational climate factors, which were measured rather than manipulated experimentally, are mixed.

Purchasing Agents' Use of Negotiation Strategies, BARBARA C. PERDUE and JOHN O. SUMMERS, May 1991, 175–189.
See "Organizational Buyer Behavior"

Sources of Market Pioneer Advantages: The Case of Industrial Goods Industries, WILLIAM T. ROBINSON, February 1988, 87–94.
In a broad cross-section of industrial goods businesses, market pioneers tend to have substantially higher market shares than late entrants. A stronger product in relation to competitors' products and certain industry characteristics help explain these pioneer share advantages. Though pioneering a new industrial market is not easy, the findings indicate that many pioneers develop important and sustainable competitive advantages.

Unbundling of Industrial Systems, LYNN O. WILSON, ALLEN M. WEISS, and GEORGE JOHN, May 1990, 123–138.
The authors examine the bundling options of a firm that sells a multicomponent industrial system. A system is described by individual component attributes and by its "integration" and its "modularity." Customers have heterogeneous preferences. Competing firms offer components that can be mixed and matched with the firm's components if it unbundles. If new systems added by unbundling are more modular or have a superior component, the market may grow. Growth is the key to making the unbundling option attractive.

INFORMATION PROCESSING

Attitude Toward the Ad: An Assessment of Diverse Measurement Indices Under Different Processing "Sets," THOMAS J. MADDEN, CHRIS T. ALLEN, and JACQUELYN L. TWIBLE, August 1988, 242–252.
See "Advertising and Media Research"

Cognitive and Age-Related Differences in the Ability to Use Nutritional Information in a Complex Environment, CATHERINIE A. COLE and GARY J. GAETH, May 1990, 175–184.
Results from three experiments indicate how age, cognitive style, and perceptual aid affect consumers' use of nutritional information. In experiments 1 and 2, age and perceptual aid influence accuracy in a cereal choice task. In experiment 3, perceptual aid interacts with cognitive style, influencing accuracy and decision time. The authors discuss implications for aging theory, consumer education, and public policy.

A Comparison of Factors Affecting Use of Marketing Information in Consumer and Industrial Firms, ROHIT DESHPANDÉ and GERALD ZALTMAN, February 1987, 114–118.
Despite recent attention to organizational issues in the management of advertising, sales, new product development, and channels, there has been little empirical study of the management of the marketing research function. The study reported complements earlier work on the use of marketing information in consumer goods businesses by examining factors seen as affecting the use of marketing information in industrial firms.

Ease of Message Processing as a Moderator of Repetition Effects in Advertising, PUNAM ANAND and BRIAN STERNTHAL, August 1990, 345–353.
See "Advertising and Media Research"

The Effects of Concurrent Verbalization on Choice Processing, GABRIEL BIEHAL and DIPANKAR CHAKRAVARTI, February 1989, 84–96.
See "Brand Choice"

Encoding and Media Effects on Consumer Learning Deficiencies in the Elderly, CATHERINE A COLE and MICHAEL J. HOUSTON, February 1987, 55–63.
See "Advertising and Media Research"

Evaluation and Use of Marketing Research by Decision Makers: A Behavioral Simulation, HANJOON LEE, FRANK ACITO, and RALPH L. DAY, May 1987, 187–196.
A behavioral simulation in a laboratory setting was used to investigate decision makers' evaluation and use of marketing research results. Propositions about the persistence of the decision makers' prior beliefs under various research design conditions (qualitative interview or quantitative survey, convenience or probability sampling, large or small sample size) were tested. Support for most of the propositions is found, suggesting that research confirming prior beliefs tends to be rated higher and used whereas research contrary to prior beliefs tends to be evaluated as poor and is less likely to be used.

The Evaluative Consequences of Experiencing Unexpected Favorable Events, DANIEL J. HOWARD and THOMAS E. BARRY, February 1990, 51–60.
See "Buyer Behavior"

Gender Differences in the Use of Message Cues, JOAN MEYERS-LEVY and BRIAN STERNTHAL, February 1991, 84–96.
Data from two experiments suggest that the genders differ in how they make judgments. In comparison with men, women appeared to have a lower threshold for elaborating on message cues and thus made greater use of such cues in judging products. These differences were eliminated both when the message cues prompted so little attention that they were below men's and women's thresholds for message elaboration and when they prompted so much attention that both genders' thresholds were exceeded. The origins and implications of these differences are discussed.

Heuristics and Biases in the Intuitive Projection of Retail Sales, ANTHONY D. COX and JOHN D. SUMMERS, August 1987, 290–297.
See "Forecasting"

An Imagery-Processing View of the Role of Pictures in Print Advertisements, H. RAO UNNAVA and ROBERT E. BURNKRANT, May 1991, 226–231.
See "Advertising and Media Research"

Individual Differences and Marketing Decision Support System Usage and Satisfaction, GEORGE M. ZINKHAN, ERICK A. JOACHIMSTHALER, and THOMAS C. KINNEAR, May 1987, 208–214.
See "Decision Research"

The Influence of Message Framing and Issue Involvement, DURAIRAJ MAHESWARAN and JOAN MEYERS-LEVY, August 1990, 361–367.
Studies examining message framing effects on persuasion have produced mixed results. Some studies show positively framed messages, which specify attributes or benefits gained by using a prod-

uct, to be more persuasive than negatively framed messages, which specify attributes or benefits lost by not using a product. Reverse outcomes have been obtained in other studies. The authors explore a theoretical explanation for such findings by investigating whether differences in the degree to which people engage in detailed message processing account for the mixed results. The findings support the view that positively framed messages may be more persuasive when there is little emphasis on detailed processing, but negatively framed messages may be more persuasive when detailed processing is emphasized.

The Influence of Nonattended Material on the Processing of Advertising Claims, CHRIS JANISZEWSKI, August 1990, 263–278.
See "Advertising and Media Research"

The Information Processing of Coordinated Media Campaigns, JULIE A. EDELL and KEVIN LANE KELLER, May 1989, 149–163.
See "Advertising and Media Research"

Picture-Word Consistency and the Elaborative Processing of Advertisements, MICHAEL J. HOUSTON, TERRY L. CHILDERS, and SUSAN E. HECKLER, November 1987, 359–369.
See "Advertising and Media Research"

Print Ad Recognition Readership Scores: An Information Processing Perspective, ADAM FINN, May 1988, 168–177.
See "Advertising and Media Research"

Recognition Versus Recall as Measures of Television Commercial Forgetting, SURENDRA W. SINGH, MICHAEL L. ROTHSCHILD, and GILBERT A. CHURCHILL, JR., February 1988, 72–80.
See "Advertising and Media Research"

The Role of Experience in Information Use and Decision Making by Marketing Managers, W. STEVEN PERKINS and RAM C. RAO, February 1990, 1–10.
See "Marketing Management"

Source Magnification: The Role of Multiple Sources in the Processing of Advertising Appeals, DAVID J. MOORE and RICHARD REARDON, November 1987, 412–417.
See "Advertising and Media Research"

INTERNATIONAL MARKETING

Country Image: Halo or Summary Construct?, C. MIN HAN, May 1989, 222–229.
See "Buyer Behavior"

A Cross-National Assessment of the Reliability and Validity of the CETSCALE, RICHARD G. NETEMEYER, SRINIVAS DURVASULA, and DONALD R. LICHTENSTEIN, August 1991, 320–327.
See "Measurement"

A Transaction Cost Analysis Model of Channel Integration in International Markets, SAUL KLEIN, GARY L. FRAZIER, and VICTOR J. ROTH, May 1990, 196–208.
See "Channels Research"

MARKETING MANAGEMENT

Boundary Role Ambiguity in Marketing-Oriented Positions: A Multidimensional, Multifaceted Operationalization, JAGDIP SINGH and GARY K. RHOADS, August 1991, 328–338.
See "Measurement"

Ethical Behavior and Bureaucratic Structure in Marketing Research Organizations, O. C. FERRELL and STEVEN J. SKINNER, February 1988, 103–109.
See "Research Ethics"

The Influence of Formalization on the Organizational Commitment and Work Alienation of Salespeople and Industrial Buyers, RONALD E. MICHAELS, WILLIAM L. CRON, ALAN J. DUBINSKY, and ERICH A. JOACHIMSTHALER, November 1988, 376–383.
See "Salesforce Research"

Judgments of Marketing Professionals About Ethical Issues in Marketing Research: A Replication and Extension, ISHMAEL P. AKAAH and EDWARD A. RIORDAN, February 1989, 112–120.
See "Research Ethics"

Knowledge Bases and Salesperson Effectiveness: A Script-Theoretic Analysis, SIEW MENG LEONG, PAUL S. BUSCH, and DEBORAH ROEDDER JOHN, May 1989, 164–178.
See "Salesforce Research"

Knowledge Structure Differences Between More Effective and Less Effective Salespeople, HARISH SUJAN, MITA SUJAN, and JAMES R. BETTMAN, February 1988, 81–86.
See "Salesforce Research"

Marketing Jobs and Management Controls: Toward a Framework, BERNARD J. JAWORSKI and DEBORAH J. MacINNIS, November 1989, 406–419.

The authors consider the relationships among two characteristics associated with senior marketing positions (procedural knowledge and performance documentation), four types of management controls, and three job-related minipathologies (job tension, dysfunctional behaviors, and information asymmetries between superiors and subordinates). Selected management control theory suggests that the characteristics of a given marketing position should predict managers' reliance on specific types of management controls. In turn, these controls should directly predict the extent of job-related minipathologies. In contrast, contingency theories of control suggest that task characteristics moderate the direct effects of controls on these negative outcomes. In effect, they argue that whether outcomes are positive or negative depends on the extent to which controls "fit" a given marketing position. To test these ideas, a national survey of senior marketing personnel was conducted. Three sets of findings emerged. First, the two task characteristics studied generally predict the type of controls-in-use. Second, certain controls-in-use have a modest effect on specific minipathologies. Third, the moderating effect of task characteristics is not confirmed. Implications for marketing practice and directions for future research in marketing are proposed.

Personal Communications in Marketing: An Examination of Self-Interest Contingency Relationships, JOSHUA L. WIENER, RAYMOND W. LaFORGE, and JERRY R. GOOLSBY, May 1990, 227–231.

An experiment was conducted to examine the effect of self-interest in a personal communication situation. Self-interest was investigated as a moderator of the effects of argument strength and expertise on personal communication effectiveness. The results suggest that self-interest is an important contingency variable that can alter significantly the effectiveness of personal communication variables.

The Role of Experience in Information Use and Decision Making by Marketing Managers, W. STEVEN PERKINS and RAM C. RAO, February 1990, 1–10.

The authors report the results of a study on the use of information and decision making by practicing marketing managers. They examine the effect of managerial experience and decision programmability on managers' information use and decisions. The results indicate that experience is an important determinant of managers' behavior for relatively unprogrammed decisions. Moreover, the effects of experience are manifested in the evaluation and use of "soft" information, amount of information used, and the decisions themselves. The authors conclude that in studying the effects of experience on managerial decisions, one must examine the steps leading to a decision; they find that experience affects the prior step in which information is acquired. To the extent experience is a proxy for expertise, the article affords insights into the key ingredients in training and modeling expert managers.

Salesforce Compensation: An Empirical Investigation of Factors Related to Use of Salary Versus Incentive Compensation, GEORGE JOHN and BARTON WEITZ, February 1989, 1–14.

See "Salesforce Research"

MEASUREMENT

Assessing Attribute Significance in Conjoint Analysis: Nonparametric Tests and Empirical Validation, RAJEEV KOHLI, May 1988, 123–133.

See "Scaling Methods"

A Bootstrap Procedure for Evaluating Goodness-of-Fit Indices of Structural Equation and Confirmatory Factor Models, PAULA FITZGERALD BONE, SUBHASH SHARMA, and TERENCE A. SHIMP, February 1989, 105–111.

See "Econometric Models"

Boundary Role Ambiguity in Marketing-Oriented Positions: A Multidimensional, Multifaceted Operationalization, JAGDIP SINGH and GARY K. RHOADS, August 1991, 328–338.

Though marketers have begun to use the role ambiguity construct in understanding the boundary role phenomenon, several researchers have noted that extant *measures* of role ambiguity are deficient because they do not represent the breadth (or multidimensionality) of the underlying construct. Building on previous work, the authors develop a *multi*dimensional, *multi*faceted, 45-item *r*ole *am*biguity *construct* (MULTIRAM) by delineating at a dimensional level the various role ambiguities perceived salient by marketing-oriented boundary spanners such as salespeople and customer service personnel. Using data from multiple samples, they provide evidence for reliability, stability, and convergent and discriminant validity for the seven facets of the MULTIRAM construct. Their analysis further reveals that Rizzo, House, and Lirtzman's global measure of role ambiguity *underidentifies* the role ambiguities faced by boundary spanners. Finally, the authors examine selected correlates and consequences of the MULTIRAM facets. The findings indicate that the MULTIRAM facets have nomological validity and depict differential relationships with the various correlates and consequences examined. Several implications for managers and researchers are discussed, and directions for future research are provided.

Commentary on Howell's Observations, JOHN F. GASKI, February 1987, 127–129.

See "Channels of Distribution"

Covariance Structure Modeling and Measurement Issues: A Note on "Interrelations Among a Channel Entity's Power Sources," ROY D. HOWELL, February 1987, 119–126.

See "Channels of Distribution"

A Cross-National Assessment of the Reliability and Validity of the CETSCALE, RICHARD G. NETEMEYER, SRINIVAS DURVASULA, and DONALD R. LICHTENSTEIN, August 1991, 320–327.

Though numerous calls have been made for the cross-national validation of measures used in international research, they have gone mostly unanswered. Recent research suggests that one construct and associated measure that may have great potential for international consumer research are consumer ethnocentrism and the CETSCALE, respectively. However, the CETSCALE was developed and validated with samples of U.S. consumers only. The authors assess the psychometric properties and nomological validity of the CETSCALE across four different countries that actively trade with each other. The results suggest that the CETSCALE is a reliable measure across the four countries and afford some evidence of validity as well.

Estimating Elasticities with PIMS Data: Methodological Issues and Substantive Implications, MICHAEL R. HAGERTY, JAMES M. CARMAN, and GARY J. RUSSELL, February 1988, 1–9.

See "Regression and Other Statistical Techniques"

Estimating Publication Bias in Meta-Analysis, ROLAND T. RUST, DONALD R. LEHMANN, and JOHN U. FARLEY, May 1990, 220–226.

A central assumption of meta-analysis is that the sample of studies fairly represents all work done in the field, published and unpublished. However, if studies with "poor" results are less likely to be published, a potential publication bias is present. The authors propose a maximum likelihood approach to estimating publication bias for the situation in which censorship based on effect size may occur. An explicit hypothesis test is provided for testing whether or not censorship is present. The method also simultaneously estimates the proportion of studies censored, the threshold past which censorship is avoided, and the probability of censorship if a potential observation is under the censorship threshold. Two published meta-analyses are examined and some publication bias is found in each, but no publication bias is detected in a meta-analysis of proprietary research data.

Estimating Trait, Method, and Error Variance: Generalizing Across 70 Construct Validation Studies, JOSEPH A. COTE and M. RONALD BUCKLEY, August 1987, 315–318.

See "Regression and Other Statistical Techniques"

Evaluating the Measurement Validity of Lifestyle Typologies With Qualitative Measures and Multiplicative Factoring, JOHN L. LASTOVICKA, JOHN P. MURRY, JR., and ERIC JOACHIMSTHALER, February 1990, 11–23.

The validity of two lifestyle typologies, SRI's Values and Lifestyles system and the Lastovicka et al. Drinking-Driving typology, are examined empirically. Each typology is measured by three methods. One measurement method, characterized as "quantitative," consists of statistical modeling of responses to Likert-type items collected in structured interviews. The two other measurement methods, characterized as "qualitative," are judgmental codings of data collected from a schedule of open-ended and projective tasks conducted in face-to-face, in-home interviews. Two well-known methods, Campbell and Fiske's multimethod-multitrait approach and the analysis of covariance structures (LISREL) approach are used to examine the convergent and discriminant validity of the lifestyle typologies. In addition, Browne's class of direct product factor models is introduced and applied. In contrast to the well-known LISREL approach, direct product models assume the effects of method factors on trait factors are multiplicative instead of additive.

Event History Analysis Measures of Brand Loyalty, RICHARD E. DuWORS, JR. and GEORGE H. HAINES, JR., November 1990, 485–493.

See "Brand Choice"

Generalizability Theory: A Comprehensive Method for Assessing and Improving the Dependability of Marketing Measures, JOSEPH O. RENTZ, February 1987, 19–28.

The author proposes that generalizability theory be adopted by marketing researchers as a means of assessing and improving the dependability (reliability) of marketing measures. Concepts and computational procedures are presented and the comprehensiveness and flexibility of generalizability analysis are illustrated. Classical reliability theory is shown to be inappropriate in many measurement situations in marketing.

Growth Curve Analysis in Marketing: Method and Application, GREG J. LESSNE and R. CHOUDARY HANUMARA, November 1988, 391–396.

Extant methods are incapable of analyzing the short-term time series data often encountered by marketers. The authors present a growth curve approach developed by Finn that fills a void in the array of tools available to marketing researchers. The approach is particularly useful in analyzing test-market data.

The Impact of Inferences on Product Evaluations: Replication and Extension, JEEN-SU LIM, RICHARD W. OLSHAVSKY, and JOHN KIM, August 1988, 308–317.

See "Attitude Theory Research"

The Interaction of Measurement and Structure in Simultaneous Equation Models with Unobservable Variables, AJITH KUMAR and WILLIAM R. DILLON, February 1987, 98–105.

The authors report the results of some theoretical investigations of interactions that occur in the simultaneous estimation of parameters. Under the assumptions of a perfectly specified model for a set of non-overlapping indicators and no sampling fluctuations, an overall consistency criterion is developed showing that though measurement and structure can be evaluated independently of each other, in general, they should not be. The proposed consistency criterion clearly shows that the internal and external consistency criteria prescribed by Anderson and Gerbing are not sufficient; that is, there are correlation matrices for which the criteria of internal and external consistency both can be satisfied, yet the matrix as a whole is inconsistent. Implications of the interaction between measurement and structure are also discussed.

Intercoder Reliability Estimation Approaches in Marketing: A Generalizability Theory Framework for Quantitative Data, MARIE ADELE HUGHES and DENNIS E. GARRETT, May, 185–195.

A review of estimation approaches for intercoder reliability reported in articles in leading marketing journals reveals that most marketing researchers are using inadequate measures. The authors recommend that marketing researchers report dependability indices based on generalizability theory for quantitative coding systems.

Measurement of Discrimination Ability in Taste Tests: An Empirical Investigation, BRUCE BUCHANAN, MOSHE GIVON, and ARIEH GOLDMAN, May 1987, 154–165.

For purposes of product testing, several tasks have been used to measure subjects' discrimination ability (i.e., their ability to distinguish between two slightly different product formulations). Three of the more common tasks are repeat paired comparisons, triangle tests, and preference rankings. In this empirical study, the properties of these three tasks are compared. The repeat paired comparison test is found to be the most sensitive discrimination task, in that subjects demonstrate the greatest ability in distinguishing between formulations, and preference ranking is the least sensitive. The finding that discrimination ability measured by triangle tests is significantly correlated with that measured by paired comparisons lends support to the validity of consistent preference discrimination testing.

Measuring Consumer Attitudes Toward the Marketplace With Tailored Interviews, SIVA K. BALASUBRAMANIAN and WAGNER A. KAMAKURA, August 1989, 311–326.

See "Sampling and Survey Research"

On the Assessment of Unidimensional Measurement: Internal and External Consistency, and Overall Consistency Criteria, JAMES C. ANDERSON, DAVID W. GERBING, and JOHN E. HUNTER, November 1987, 432–437.

Kumar and Dillon recently presented a conceptual, overall consistency criterion that represents a sufficient condition for consistency. In commenting on their article, the authors (1) clarify the interrelated nature of internal consistency and external consistency, (2) show that the "bogus perfect fit" example is itself "bogus" in that it cannot occur in either theory or practice, (3) underscore that the specific overall consistency criterion formula defined by Kumar and Dillon cannot be applied in practice, whereas the internal consistency and external consistency criteria can, and (4) caution against using within-block factor analyses as recommended by Kumar and Dillon, and instead advocate the use of confirmatory factor analysis with multiple-indicator measurement models for assessing unidimensionality. In an addendum, the authors discuss their position on unidimensionality and its assessment, contrasting it with the Kumar and Dillon position on unidimensionality and consistency.

On the Use of Confirmatory Measurement Models in the Analysis of Multiple-Informant Reports, AJITH KUMAR and WILLIAM R. DILLON, February 1990, 102–111.

In applied research it is important to understand the implications of the factor analytic model used to represent the covariance structure underlying a set of observed measures. Here the focus is on the use of confirmatory measurement models in the analysis of multiple-informant reports. By effecting a variance decomposition that partitions the variation in measurements into constituent components, the authors investigate the implications of first-order and second-order confirmatory measurement models as they apply to key informant data. Among other things, the authors demonstrate that depending on the particular factor analytic specification used, trait validity and measure specificity take on different meanings and consequently affect the evaluation of the model being considered.

Perceptions of Relative Influence: Formation and Measurement, KIM P. CORFMAN, May 1991, 125–36.

See "Decision Research"

Primary Demand for Beer in The Netherlands: An Application of ARMAX Model Specification, PHILIP HANS FRANSES, May 1991, 240–245.

See "Econometric Models"

Recognition Versus Recall as Measures of Television Commercial Forgetting. SURENDRA N. SINGH, MICHAEL L. ROTHSCHILD, and GILBERT A. CHURCHILL, JR., February 1988, 72–80.

See "Advertising and Media Research"

Reliability of Nominal Data Based on Qualitative Judgments, WILLIAM D. PERREAULT, JR. and LAURENCE E. LEIGH, May 1989, 135–148.

Most research related to the reliability and validity of marketing measures has focused on multi-item quantitative scales. In contrast, little attention has been given to the quality of nominal scale data developed from qualitative judgments. Judgment-based ("coded") nominal scale data are important and frequently used in marketing research—for example, in analysis of consumer responses to open-ended survey questions, in cognitive response research, in meta-analysis, and in content analysis. The authors address opportunities and challenges involved in evaluating and improving the quality of judgment-based nominal scale data, with specific emphasis on the use of multiple judges. They review approaches commonly used in other disciplines, then develop a new index of reliability that is more appropriate for the type of interjudge data typically found in marketing studies. Data from a cognitive response experiment are used to illustrate the new index and compare it with other common measures. The authors conclude with suggestions on how to improve the design of studies that rely on judgment-coded data.

Response Function Estimation Using the Equity Estimator, ARVIND RANGASWAMY and LAKSHMAN KRISHNAMURTHI, February 1991, 72–83.

See "Econometric Models"

Robust Measures of Consumer Brand Beliefs, NEIL R. BARNARD and ANDREW S. C. EHRENBERG, November 1990, 477–484.

See "Brand Choice"

The Sensitivity of Confirmatory Maximum Likelihood Factor Analysis to Violations of Measurement Scale and Distributional Assumptions, EMIN BABAKUS, CARL E. FERGUSON, JR., and KARL G. JÖRESKOG, May 1987, 222–228.

A large-scale simulation design was used to study the sensitivity of maximum likelihood (ML) factor analysis to violations of measurement scale and distributional assumptions in the input data. Product-moment, polychoric, Spearman's rho, and Kendall's tau-*b* correlations computed from ordinal data were used to estimate a single-factor model. The resulting ML estimates were compared on the bases of convergence rates and improper solutions, accuracy of the loading estimates, fit statistics, and estimated standard errors. The LISREL maximum likelihood solution algorithm was used to estimate model parameters. The polychoric correlation procedure was found to provide the most accurate estimates of pairwise correlations and factor loadings but performed worst on all goodness-of-fit criteria. LISREL overestimated all standard errors, thus not reflecting the effects of standardization as previously assumed. When the data were categorized, the polychoric correlations led to the best estimates of the standard errors.

Some Further Remarks on Measurement-Structure Interaction and the Unidimensionality of Constructs, AJITH KUMAR and WILLIAM R. DILLON, November 1987, 438–444.

The authors address the criticisms raised by Anderson, Gerbing, and Hunter. In this context they consider several conceptual issues involved in using covariance structure analysis.

An Updated Paradigm for Scale Development Incorporating Unidimensionality and Its Assessment, DAVID W. GERBING and JAMES C. ANDERSON, May 1988, 186–192.

The authors outline an updated paradigm for scale development that incorporates confirmatory factor analysis for the assessment of unidimensionality. Under this paradigm, item-total correlations and exploratory factor analysis are used to provide preliminary scales. The unidimensionality of each scale then is assessed simultaneously with confirmatory factor analysis. After unidimensional measurement has been acceptably achieved, the reliability of each scale is assessed. Additional evidence for construct validity beyond the establishment of unidimensionality then can be provided by embedding the unidimensional sets of indicators within a nomological network defined by the complete structural model.

NEW PRODUCT RESEARCH

Adjusting Stated Intention Measures to Predict Trial Purchase of New Products: A Comparison of Models and Methods, LINDA F. JAMIESON and FRANK M. BASS, August 1989, 336–345.

Several of the largest marketing research suppliers estimate that 70 to 90% of their clients use purchase intention scales in some form on a regular basis. Though there have been many studies of purchase intention, relatively few researchers have tried to relate purchase intention to actual purchase behavior. Those who have attempted to relate the two often have found substantial variation between stated intention and actual behavior. The authors have collected what they believe is the largest and most comprehensive database on purchase intention and actual purchase behavior for new products yet developed. They use different models in a comparison of predictive accuracy when stated intentions data are adjusted by separate perceptions of products such as willingness to consult others before purchase, affordability, liking, and availability.

Assessing the Real-to-Artificial Generalizability of Multiattribute Attitude Models in Tests of New Product Designs, MORRIS B. HOLBROOK and WILLIAM J. HAVLENA, February 1988, 25–35.

See "Attitude Theory Research"

Estimating Willingness to Pay From Survey Data: An Alternative Pre-Test-Market Evaluation Procedure, TRUDY ANN CAMERON and MICHELLE D. JAMES, November 1987, 389–395.

Closed-ended contingent valuation surveys are used to assess demands in hypothetical markets and recently have been applied widely to the valuation of (nonmarket) environmental resources. This interviewing strategy holds considerable promise for more general market research applications. The authors describe a new maximum likelihood estimation technique for use with these special data. Unlike previously used methods, the estimated models are as easy to interpret as ordinary least squares regression results and the results can be approximated accurately by packaged probit estimation routines.

New Product Preannouncing Behavior: A Market Signaling Study, JEHOSHUA ELIASHBERG and THOMAS S. ROBERTSON, August 1988, 282–292.

The authors describe an exploratory study of the preannouncement of new products in advance of market introduction. The basic premise taken is that preannouncement is a marketing manifestation of signaling. The focus is on identifying conditions that are likely to induce firms to preannounce new product introductions. A survey of managers explores the incidence and rationale for preannouncement. Results suggest that constructs such as market dominance, company size, attractiveness of the competitive environment, and customer switching costs can provide good explanations for preannouncing behavior.

A Practical Bayesian Approach to Selection of Optimal Market Testing Strategies, RABIKAR CHATTERJEE, JEHOSHUA ELIASHBERG, HUBERT GATIGNON, and LEONARD M. LODISH, November 1988, 363–375.

See "Strategy and Planning"

A Stochastic First Purchase Diffusion Model: A Counting Process Approach, FRED BÖKER, February 1987, 64–73.

The diffusion rate of a first purchase diffusion model is interpreted as the intensity function of a counting process. Parameter

estimation procedures are considered and some generalizations of the basic model are discussed.

ORGANIZATIONAL BUYER BEHAVIOR

Developing and Testing a Contingency Paradigm of Group Choice in Organizational Buying, ELIZABETH J. WILSON, GARY L. LILIEN, and DAVID T. WILSON, November 1991, 452–466.

The authors develop a contingency paradigm involving two situational factors (the nature of the buying task and the degree of perceived risk) to explain the predictive abilities of seven formal models of group choice and to see how the mechanism of buying center choice is affected by situational factors. In an empirical test of the models and the paradigm involving 104 procurement decisions made by buying centers, they found that the paradigm does significantly better than any single model in terms of predicting group choice. The contingency paradigm predicted accurately in 49% of the cases whereas the best alternative single model predicted correctly in only 20% of the cases. The results provide empirical support for several propositions in the organizational buying behavior literature.

Interdepartmental Conflict in Organizational Buying: The Impact of the Organizational Context, DONALD W. BARCLAY, May 1991, 145–159.

The author draws on theory and research in organizational behavior to formulate a model of organizational characteristics that affect buying-related interdepartmental conflict. The model is tested by PLS structural equation modeling with key-informant data from purchasing and engineering departments. Organizational characteristics such as barriers to communication, the reward system, and the ambiguity of departmental responsibilities explain a substantial portion of the variance in the manifestations of buying-related conflict.

Purchasing Agents' Use of Negotiation Strategies, BARBARA C. PERDUE and JOHN O. SUMMERS, May 1991, 175–189.

The authors report the findings from a field study of purchasing agents negotiating rebuy purchases of component parts. The negotiating stance adopted by industrial buyers is characterized by their reliance on three basic negotiation strategies: problem solving, manipulating perceptions about competition, and tough tactics. A structural model relating the purchasing agent's use of each of these strategies to six characteristics of the purchase context (material cost sensitivity of the buying firm, supplier competition, uniqueness of the buying firm's specifications, buyer's cooperative orientation, having information, and formal planning) is developed and empirically tested with data collected in a national survey of more than 300 purchasing agents. The results demonstrate the ability of the contextual variables to predict the emphasis purchasing agents will place on each of the individual strategies in any particular set of negotiations.

PRICING RESEARCH

An Analysis of the Tradeoff Between Advertising and Price Discounting, RAJ SETHURAMAN and GERARD J. TELLIS, May 1991, 160–174.

See "Advertising and Media Research"

Effects of Retraction of Price Promotions on Brand Choice Behavior for Variety-Seeking and Last-Purchase-Loyal Consumers, BARBARA E. KAHN and THERESE A. LOUIE, August 1990, 279–289.

See "Buyer Behavior"

Manufacturer Trade Deals and Retail Price Promotions, RAJIV LAL, November 1990, 428–444.

The author examines the phenomenon of manufacturer trade deals described as off-invoice and/or bill-backs in markets for frequently purchased consumer goods. The analysis affords a new explanation for why offering such deals may be in the best interest of manufacturers. It also provides some evidence to test the validity of the proposed theory. Though the power of the empirical tests is not strong, the results give encouragement for further data collection and more rigorous testing of the theory.

Measuring the Effect of Retail Store Promotions on Brand and Store Substitution, V. KUMAR and ROBERT P. LEONE, May 1988, 178–185.

See "Retailing"

Measuring the Short-Term Effect of In-Store Promotion and Retail Advertising on Brand Sales: A Factorial Experiment, ALBERT C. BEMMAOR and DOMINIQUE MOUCHOUX, May 1991, 202–214.

In a replicated in-store factorial experiment with 12 national brands in six nonperishable consumer goods categories, the authors find price deal elasticities in the [2–11] range, with larger values for smaller brands. Those elasticities increase 20% to 180% when deals are advertised by the retailer; the rates of increase are smaller for the leading brands. The price deal cross-elasticities of the higher priced brands are found to be smaller than those of the other brands; they are in the [2–2.7] range. Optimal retail deal rates are shown to be robust to model specification.

The Price Elasticity of Selective Demand: A Meta-Analysis of Econometric Models of Sales, GERARD J. TELLIS, November 1988, 331–341.

See "Econometric Models"

A Price Expectations Model of Customer Brand Choice, MANOHAR U. KALWANI, CHI KIN YIM, HEIKKI J. RINNE, and YOSHI SUGITA, August 1990, 251–262.

See "Brand Choice"

The Relationship Between Perceived and Objective Price-Quality, DONALD R. LICHTENSTEIN and SCOT BURTON, November 1989, 429–443.

See "Buyer Behavior"

Reservation-Price Model for Optimal Pricing of Multiattribute Products in Conjoint Analysis, RAJEEV KOHLI and VIJAY MAHAJAN, August 1991, 347–354.

A significant application of conjoint analysis is in pricing decisions for new products. Conceptually, profit maximization is an important criterion for selecting the price of a product. However, the maximization of profit necessitates estimation of fixed and variable costs, which are difficult to estimate reliably for the large number of products available for evaluation in conjoint analysis. Consequently, users of conjoint models have begun to use a share simulation to screen a small set of attractive products. For each screened product, fixed and variable costs are estimated separately and used to simulate its profits at different price levels. The limitation of this approach is that the profit simulations are based on the assumption that the conjoint data, and hence the predicted profits, are error free. Also, though the purpose of examining alternative prices is to determine the best price at which to offer a new product, current conjoint simulators do not focus explicitly on optimal pricing decisions. The authors describe and illustrate a model for optimal pricing of screened products in conjoint analysis, incorporating the effect of measurement and estimation error on predicted profits.

A Structural Equations Analysis of the Impact of Price Promotions on Store Performance, ROCKNEY C. WALTERS and SCOTT B. MacKENZIE, February 1988, 51–63.

Guided by past research, conventional wisdom in the retailing area, and microeconomic theory, the authors develop a series of hypotheses about the effects of loss leaders, in-store price specials, and double coupon promotions on overall store sales, profit, and traffic. The resulting system of structural relationships is tested and cross-validated with data from two large supermarkets. The findings indicate that (1) though most of the loss leader promotions had no effect on store profit, those loss leaders that did affect profit did so through their effect on store traffic rather than through their effect on sales of the promoted items, (2) double coupon promotions affected profit by increasing sales of products purchased with a coupon rather than by increasing store traffic, and (3) in-store price specials appear to have had no effect on store profit, sales, or traffic. The results of the study also emphasize the importance of building store traffic to increase retailer profit and of examining the effects of price promotions within the context of a system of relevant equations.

PRODUCT LIFE CYCLE

Niching Versus Change-of-Pace Brands: Using Purchase Frequencies and Penetration Rates to Infer Brand Positionings, BARBARA E. KAHN, MANOHAR U. KALWANI, and DONALD G. MORRISON, November 1988, 384–390.

See "Brand Choice"

The Relationship Between Advertising and Product Quality Over the Product Life Cycle: A Contingency Theory, GERARD J. TELLIS and CLAES FORNELL, February 1988, 64–171.

See "Advertising and Media Research"

REGRESSION AND OTHER STATISTICAL TECHNIQUES

Adaptive Conjoint Analysis; Some Caveats and Suggestions, PAUL E. GREEN, ABBA M. KRIEGER, and MANOJ K. AGARWAL, May 1991, 215–222.

In the short span of five years, Sawtooth Software's Adaptive Conjoint Analysis (ACA) has become one of industry's most popular software packages for collecting and analyzing conjoint data. The authors critically examine ACA's assumption structure and measurement procedures; both formal and empirical findings are reported. They conclude with a series of constructive suggestions for increasing the reliability and versatility of the ACA package.

Analyzing Marketing Research Data With Incomplete Information on the Dependent Variable, NARESH K. MALHOTRA, February 1987, 74–84.

The author presents the general EM algorithm for analyzing incomplete data. As a specific application of the EM algorithm, a model is proposed for analyzing incomplete data in an important class of problems in marketing research. A simple estimation procedure also is developed. The model is investigated through Monté Carlo studies as well as empirically with encouraging results. Some of the advantages and limitations of the approach are discussed.

An Approach to Marketing Data Analysis: The Forced Classification Procedure of Dual Scaling, SHIZUHIKO NISHISATO and WOLFGANG GAUL, August 1990, 354–360.

See "Scaling Methods"

Assessing Attribute Significance in Conjoint Analysis: Nonparametric Tests and Empirical Validation, RAJEEV KOHLI, May 1988, 123–133.

See "Scaling Methods"

Assessing the Real-to-Artificial Generalizability of Multiattribute Attitude Models in Tests of New Product Designs, MORRIS B. HOLBROOK and WILLIAM J. HAVLENA, February 1988, 25–35.

See "Attitude Theory Research"

A Bootstrap Procedure for Evaluating Goodness-of-Fit Indices of Structural Equation and Confirmatory Factor Models, PAULA FITZGERALD BONE, SUBHASH SHARMA, and TERENCE A. SHIMP, February 1989, 105–111.

See "Econometric Models"

The Carroll-Green-Schaffer Scaling in Correspondence Analysis: A Theoretical and Empirical Appraisal, MICHAEL J. GREENACRE, August 1989, 358–365.

See "Scaling"

A Clusterwise Regression Method for Simultaneous Fuzzy Market Structuring and Benefit Segmentation, MICHEL WEDEL and JAN-BENEDIT E. M. STEENKAMP, November 1991, 385–396.

A generalized algorithm for fuzzy clusterwise regression (GFCR) is proposed that incorporates both benefit segmentation and market structuring within the framework of preference analysis. The method simultaneously estimates the models relating preferences to product dimensions within each of a number of clusters, and the degree of membership of brands and of subjects in those clusters. The performance of GFCR is assessed in a Monté Carlo study. An application to data on preferences for brands of margarine and butter is reported, the cross-validity of GFCR is assessed, and it is compared empirically with Kamakura's method. Managerial and research implications are discussed.

Collinearity, Power, and Interpretation of Multiple Regression Analysis, CHARLOTTE H. MASON and WILLIAM D. PERREAULT, JR., August 1991, 268–280.

Multiple regression analysis is one of the most widely used statistical procedures for both scholarly and applied marketing research. Yet, correlated predictor variables—and potential collinearity effects—are a common concern in interpretation of regression estimates. Though the literature on ways of coping with collinearity is extensive, relatively little effort has been made to clarify the conditions under which collinearity affects estimates developed with multiple regression analysis—or how pronounced those effects are. The authors report research designed to address these issues. The results show, in many situations typical of published cross-sectional marketing research, that fears about the harmful effects of collinear predictors often are exaggerated. The authors demonstrate that collinearity cannot be viewed in isolation. Rather, the potential deleterious effect of a given level of collinearity should be viewed in conjunction with other factors known to affect estimation accuracy.

Comment on "Adaptive Conjoint Analysis: Some Caveats and Suggestions," RICHARD M. JOHNSON, May 1991, 223–225.

The author presents a rejoinder to the article by Green, Krieger, and Agarwal.

Commentary on Biasing Effects of Pilot Samples and Gillett's Observations on the Stein Confidence Interval, ARTHUR J. ADAMS and RONALD E. SHIFFLER, May 1989, 241–243.

See "Sampling and Survey Methods"

Common Factor Score Estimates in Multiple Regression Problems, JOHN L. LASTOVICKA and KANCHANA THAMODARAN, February 1991, 105–114.

The issue of alternative methods for estimating factor scores is raised and, in particular, the case of using common factors as independent variables in regression problems is singled out for in-

vestigation. A Monté Carlo simulation experiment (varying: factor scoring method, uniqueness, assumption about factor correlations, and number of observed variables factored) is reported. Though several factor score estimators perform "equivalently" in the simulation, the best overall results are obtained with the Dwyer factor extension technique.

Comparing Interpoint Distances in Correspondence Analysis: A Clarification, J. DOUGLAS CARROLL, PAUL E. GREEN, and CATHERINE M. SCHAFFER, November 1987, 445–450.
See "Scaling Methods"

Completely Unacceptable Levels in Conjoint Analysis: A Cautionary Note, PAUL E. GREEN, ABBA M. KRIEGER, and PRADEEP BANSAL, August 1988, 293–300.
See "Sampling and Survey Methods"

Confidence Interval Construction by Stein's Method: A Practical and Economical Approach to Sample Size Determination, RAPHAEL GILLETT, May 1989, 237–240.
See "Sampling and Survey Methods"

Constrained Discrimination Via MDI Estimation: The Use of Additional Information in Segmentation Analysis, AJITH KUMAR and WILLIAM R. DILLON, November 1987, 396–403.
See "Segmentation Research"

A Correction for Biasing Effects of Pilot Sample Size on Sample Size Determination, RONALD E. SHIFFLER and ARTHUR J. ADAMS, August 1987, 319–321.
See "Sampling and Survey Methods"

Cross-Validation Assessment of Alternatives to Individual-Level Conjoint Analysis: A Case Study, PAUL E. GREEN and KRISTIAAN HELSEN, August 1989, 346–350.

Recently, both Hagerty and Kamakura have proposed insightful suggestions for improving the predictive accuracy of conjoint analysis via various types of averaging of individual responses. Hagerty uses Q-type factor analysis (i.e., optimal weighting) and Kamakura a hierarchical cluster analysis that optimizes predictive validity. Both approaches are compared with conventional conjoint and self-explicated utility models using real datasets. Neither the Hagerty nor the Kamakura suggestions lead to higher predictive validities than are obtained by conventional conjoint analysis applied to individual response data.

Cross-Validation and Information Criteria in Causal Modeling, CHRISTIAN HOMBURG, May 1991, 137–144.
See "Econometric Models"

Cross-Validation for Prediction, BRUCE COOIL, RUSSELL S. WINER, and DAVID L. RADOS, August 1987, 271–279.

The authors review and critically evaluate three major approaches to cross-validation in the context of predictive validity: (1) sample-splitting, (2) resampling plans such as bootstrapping, and (3) a method that simultaneously estimates parameters and cross-validates. Because of the information loss involved and the availability of shrinkage formulas, they argue that data-splitting is inferior to the simultaneous approach. An empirical example illustrates how the simultaneous approach can be used in conjunction with bootstrap resampling to construct prediction intervals that are superior to classical prediction intervals.

Disaggregate Tree-Structured Modeling of Consumer Choice Data, IMRAN S. CURRIM, ROBERT J. MEYER, and NHAN T. LE, August 1988, 253–265.
See "Brand Choice"

Estimation and Use of Standard Errors of Latent Class Model Parameters, RAJIV GROVER, August 1987, 298–304.

Only recently have latent class models been used effectively to analyze marketing data, though they have been popular for more than a decade in the social sciences. Most research reported in the literature does not include the standard errors of the estimates of the latent class model parameters. The author argues for the usefulness of standard errors while exploring for parsimonious models. He provides an approach to estimating standard errors of all parameters as estimated by the iterative proportional fitting algorithm of Goodman implemented in MLLSA.

Estimating an Autoregressive Current Effects Model of Sales Response When Observations Are Aggregated Over Time: Least Squares Versus Maximum Likelihood, WILFRIED R. VANHONACKER, August 1988, 301–307.
See "Econometric Models"

Estimating Brand Positioning Maps Using Supermarket Scanning Data, STEVEN M. SHUGAN, February 1987, 1–18.
See "Brand Choice"

Estimating Elasticities With PIMS Data: Methodological Issues and Substantive Implications, MICHAEL R. HAGERTY, JAMES M. CARMAN, and GARY J. RUSSELL, February 1988, 1–9.

Though the PIMS data have been used extensively to relate profitability both to specific firm marketing actions and to market conditions, no attempt has been made to estimate directly the magnitudes of marketing mix elasticities. The authors propose and evaluate a simple cross-sectional time series regression method that recovers unbiased estimates of the elasticities despite the presence of firm-specific disguise factors in the database. Though measurement error creates instability for certain variables, the recovered elasticities compare favorably with those found in previous research and have predictable relationships with market characteristics.

Estimating Publication Bias in Meta-Analysis, ROLAND T. RUST, DONALD R. LEHMANN, and JOHN U. FARLEY, May 1990, 220–226.
See "Measurement"

Estimating Purchase Regularity With Two Interpurchase Times, RITA D. WHEAT and DONALD G. MORRISON, February 1990, 87–93.
See "Buyer Behavior"

Estimating Trait, Method, and Error Variance: Generalizing Across 70 Construct Validation Studies, JOSEPH A. COTE and M. RONALD BUCKLEY, August 1987, 315–318.

The authors examine the construct validation results of 70 published datasets. The analysis shows that, on average, traits account for less than 50% of the variance in construct measures. These findings raise questions about the application of statistical techniques that assume minimal measurement error or do not properly model systematic measurement error.

Estimating Willingness to Pay From Survey Data: An Alternative Pre-Test-Market Evaluation Procedure, TRUDY ANN CAMERON and MICHELLE D. JAMES, November 1987, 389–395.
See "New Product Research"

Flexible Regression, ROLAND T. RUST, February 1988, 10–24.

Marketing researchers who want to do multiple regression often have data in which some of the standard regression assumptions are violated. Flexible regression is a new method for performing a nonparametric multiple regression while relaxing several of the standard assumptions of regression. In particular the assumptions of

linearity, normal errors, and homoskedasticity are relaxed. The approach is based on nonparametric density estimation, which results in a more synergistic and less parametrically constrained method of analysis. Asymptotic properties of estimators are explored and necessary conditions are established for the rejection of significance tests that correspond to the major tests of regression. In addition, a necessary condition for rejection of a significance test is provided to determine whether or not to use flexible regression instead of conventional multiple regression. The advantages of the method are illustrated with several examples.

Full-Information Maximum Likelihood Estimation of Brand Positioning Maps Using Supermarket Scanning Data, ERIC WAARTS, MARTIN CARREE, and BEREND WIERENGA, November 1991, 483–490.

The authors build on the idea put forward by Shugan to infer product maps from scanning data. They demonstrate that the actual estimation procedure used by Shugan has several methodological problems and may yield unstable estimates. They propose an alternative estimation procedure, full-information maximum likelihood (FIML), which addresses the problems and yields significantly improved results. An important additional advantage of the procedure is that the parameters of the preference distribution can be estimated simultaneously with the brand coordinates. Hence, it is not necessary to assume a fixed (uniform) distribution of preferences. An empirical application is presented in which the outcomes obtained from Shugan's procedure are compared with those from the proposed procedure.

Hypothesis Testing With Scanner Data: The Advantage of Bayesian Methods, GREG M. ALLENBY, November 1990, 379–389.
See "Econometric Models"

Implications of Market Structure for Elasticity Structure, GARY J. RUSSELL and RUTH N. BOLTON, August 1988, 229–241.
See "Econometric Models"

An INDSCAL-Based Approach to Multiple Correspondence Analysis, J. DOUGLAS CARROLL and PAUL E. GREEN, May 1988, 193–203.

Current methods of multiple correspondence analysis (MCA) provide configurations that are expressed in terms of principal axes. These solutions are not invariant over rotations. The authors propose an approach to MCA that entails an INDSCAL analysis of normalized Burt matrices (as commonly obtained from MCA). The resulting configuration is uniquely oriented and dimension weights also are obtained for each contributory dataset. The method is applied to survey data describing relationships among respondent demographic characteristics and recent car purchases.

LADI: A Latent Discriminant Model for Analyzing Marketing Research Data, WILLIAM R. DILLON and NARENDRA MULANI, February 1989, 15–29.
See "Segmentation Research"

Latent Class Models for the Analysis of Behavioral Hierarchies, LAWRENCE F. FEICK, May 1987, 174–186.
See "Scaling Methods"

A Least Squares Procedure for Benefit Segmentation With Conjoint Experiments, WAGNER A. KAMAKURA, May 1988, 157–167.
See "Segmentation Research"

A Log-Linear Model for Predicting Magazine Audiences, PETER J. DANAHER, November 1988, 356–362.
See "Advertising and Media Research"

A Monté Carlo Comparison of Estimators for the Multinomial Logit Model, DAVID S. BUNCH and RICHARD R. BATSELL, February 1989, 56–68.
See "Econometric Models"

A Moving Ellipsoid Method for Nonparametric Regression and Its Application to Logit Diagnostics With Scanner Data, MAKOTO ABE, August 1991, 339–346.

Nonparametric regression becomes increasingly attractive for marketing applications as the required large databases become available. The well-known kernel method provides the regression $E(y|x)$ of a response variable y given explanatory variables x. A new, moving ellipsoid variant smooths the regression surface preferentially along the tangential direction of $E(y|x)$. The method generalizes the flexible regression technique and provides improvements in mean absolute deviation and/or regression smoothness. In an application to brand choice modeling, the ellipsoid method constructs an empirical distribution of the stochastic term in a multinomial logit model. Comparison of empirical and theoretical distributions provides a consistency test for the logit model analogous to examining the normality of residuals in OLS regression.

Multiple Correspondence Analysis of Multiple Choice Experiment Data, EUGENE KACIAK and JORDAN LOUVIERE, November 1990, 455–465.

The authors discuss the relationship between discrete choice conjoint experiments and multiple correspondence analysis. Conjoint choice experiments are viewed as incomplete contingency tables and prepared for multiple correspondence analysis together with other individual differences measures of strategic interest. The authors also discuss problems related to weighting variables for multiple correspondence analysis, particularly as they pertain to the interpretation of the solutions. The use of multiple correspondence analysis of conjoint choice problems is illustrated in an application to vacation destination travel choices by a convenience sample of consumers.

Performance of the Polychoric Correlation Coefficient and Selected Fitting Functions in Confirmatory Factor Analysis With Ordinal Data, EDWARD E. RIGDON and CARL E. FERGUSON, JR., November 1991, 491–497.

In a simulation study, no combination of the polychoric correlation coefficient with any LISREL 7 fitting function produced unbiased estimated standard errors or a correctly distributed chi square statistic. However, there were major differences in the performance of the five fitting functions in the analysis of ordinal data.

Reliability of Nominal Data Based on Qualitative Judgments, WILLIAM D. PERREAULT, JR. and LAURENCE E. LEIGH, May, 135–148.
See "Measurement"

Reply to Greenacre's Commentary on the Carroll-Green-Schaffer Scaling of Two-Way Correspondence Analysis Solutions, J. DOUGLAS CARROLL, PAUL E. GREEN, and CATHERINE M. SCHAFFER, August 1989, 366–368.
See "Scaling"

SCULPTRE: A New Methodology for Deriving and Analyzing Hierarchical Product-Market Structures From Panel Data, VENKATRAM RAMASWAMY and WAYNE S. DeSARBO, November 1990, 418–427.

A new methodology for deriving hierarchical product-market structures from disaggregate purchase data is proposed. A hierarchical product-market tree is estimated from scanner panel purchase data in a maximum likelihood framework. The derived product-

market representation portrays *both* products and market segments as terminal nodes in a hierarchical tree where the "closer" a product is to a particular segment, the higher its revealed preference for that product. The hierarchical representation of products and segments as well as the composition of the market segments are derived simultaneously. An empirical application examines the descriptive and predictive validity of the methodology.

Share-Ratio Estimation of the Nested Multinomial Logit Model, GORDON G. BECHTEL, May 1990, 232–237.
See "Econometric Models"

Some Results on the Behavior of Alternate Covariance Structure Estimation Procedures in the Presence of Non-Normal Data, SUBHASH SHARMA, SRINIVAS DURVASULA, and WILLIAM R. DILLON, May 1989, 214–221.

The authors report some results on the behavior of alternative covariance structure estimation procedures in the presence of non-normal data. They conducted Monté Carlo simulation experiments with a factorial design involving three levels of skewness, three level of kurtosis, and three different sample sizes. For normal data, among all the elliptical estimation techniques, elliptical reweighted least squares (ERLS) was equivalent in performance to ML. However, as expected, for non-normal data parameter estimates were unbiased for ML and the elliptical estimation techniques, whereas the bias in standard errors was substantial for GLS and ML. Among elliptical estimation techniques, ERLS was superior in performance. On the basis of the simulation results, the authors recommend that researchers use ERLS for both normal and non-normal data.

An Updated Paradigm for Scale Development Incorporating Unidimensionality and Its Assessment, DAVID W. GERBING and JAMES C. ANDERSON, May 1988, 186–192.
See "Measurement"

Validity and Structural Reliability of Multidimensional Scaling, NARESH K. MALHOTRA, May 1987, 164–173.
See "Scaling Methods"

RESEARCH DESIGN

Adaptive Designs for Likert-Type Data: An Approach for Implementing Marketing Surveys, JAGDIP SINGH, ROY D. HOWELL, and GARY K. RHOADS, August 1990, 304–321.
See "Sampling and Survey Methods"

Measurement of Discrimination Ability in Taste Tests: An Empirical Investigation, BRUCE BUCHANAN, MOSHE GIVON, and ARIEH GOLDMAN, May 1987, 154–165.
See "Measurement"

Mood Manipulation in Marketing Research: An Examination of Potential Confounding Effects, RONALD PAUL HILL and JAMES C. WARD, February 1989, 97–104.
See "Buyer Behavior"

On the Use of Structural Equation Models in Experimental Designs, RICHARD P. BAGOZZI and YOUJAE YI, August 1989, 271–284.
See "Econometric Models"

RESEARCH ETHICS

Ethical Behavior and Bureaucratic Structure in Marketing Research Organizations, O. C. FERRELL and STEVEN J. SKINNER, February 1988, 103–109.

The authors examine the relationship between bureaucratic structure and ethical behavior in research firms, data subcontractor organizations, and corporate research departments. The results suggest that the bureaucratic structure of the organization is related to ethical behavior; the nature of this relationship varies across the three types of research organizations investigated.

Judgments of Marketing Professionals About Ethical Issues in Marketing Research: A Replication and Extension, ISHMAEL P. AKAAH and EDWARD A. RIORDAN, February 1989, 112–120.

The authors examine, in the context of Crawford's 1970 study, changes in marketing professionals' research ethics judgments and the influence of organizational factors on those judgments. The results indicate several significant changes in ethical judgments. In addition, they suggest that three organizational factors—extent of ethical problems within the organization, top management actions on ethics, and organizational role (researchers vs. executives)—underlie differences in ethical judgments.

RETAILING

Impact of Sales Promotion on When, What, and How Much to Buy, SUNIL GUPTA, November 1988, 342–355.
See "Brand Choice"

Measuring the Effect of Retail Store Promotions on Brand and Store Substitution, V. KUMAR and ROBERT P. LEONE, May 1988, 178–185.

Using store-level scanner data, the authors investigate the effect of retail store price promotion, featuring, and displays on sales of brands of disposable diapers within a city. A hierarchical, cross-sectional, and time-series modeling procedure is used to identify the competitive structure among retail stores within a test market city. Models are developed for pooled store pairs to investigate the effect of promotion on store substitution. The specification of these models is based on findings from within-store brand substitution models. Within a store, price promotion produced the largest amount of brand substitution, followed by featuring and displays. Similarly, these activities produced store substitution in certain instances. However, which specific promotional variables are significant and the magnitude of the effect are a function of the geographic proximity of the stores.

A Structural Equations Analysis of the Impact of Price Promotions on Store Performance, ROCKNEY C. WALTERS and SCOTT B. MacKENZIE, February 1988, 51–63.
See "Pricing Research"

SALESFORCE RESEARCH

Adaptive Selling: Conceptualization, Measurement, and Nomological Validity, ROSANN L. SPIRO and BARTON A. WEITZ, February 1990, 61–69.

A 16-item scale is developed to measure the degree to which salespeople practice adaptive selling—the degree to which they alter their sales presentation across and during customer interactions in response to the perceived nature of the sales situation. This paper-and-pencil scale assesses self-reports of five facets of adaptive selling: (1) recognition that different sales approaches are needed for different customers, (2) confidence in ability to use a variety of approaches, (3) confidence in ability to alter approach during an interaction, (4) collection of information to facilitate adaptation, and (5) actual use of different approaches. The reliability of the scale is .85. Support for the nomological validity of the scale is found by failure to disconfirm relationships with an antecedent (intrinsic motivation), several general personality measures of interpersonal flexibility (self-monitoring, empathy, locus of control, and androgyny), and a consequence (self-reported performance).

Client Evaluation Cues: A Comparison of Successful and Unsuccessful Salepeople, DAVID M. SZYMANSKI and GILBERT A. CHURCHILL, JR., May 1990, 163–174.

Most salespeople attempt to identify likely purchasers of a product by using evaluation cues stored in memory to classify potential customers. The authors investigate how these cues differ for successful and unsuccessful salespeople. They find that successful and unsuccessful salespeople have the same number of cues in memory, and that the two types of representatives distribute importance weights about the same across evaluation cues. Successful and unsuccessful salespeople weight many of the same cues differently, however. The standards they use to describe class members also differ for several cues, with successful salespeople generally using more stringent criteria. The authors discuss the implications of the findings and offer some directions for future research.

The Influence of Formalization on the Organizational Commitment and Work Alienation of Salespeople and Industrial Buyers, RONALD E. MICHAELS, WILLIAM L. CRON, ALAN J. DUBINSKY, and ERICH A. JOACHIMSTHALER, November 1988, 376–383.

A model is investigated in which organizational formalization influences work alienation through role ambiguity, role conflict, and organizational commitment. Interrelationships are tested with data obtained from industrial salespeople and industrial buyers. Higher levels of formalization are found to be associated with greater organizational commitment and less work alienation.

Knowledge Bases and Salesperson Effectiveness: A Script-Theoretic Analysis, SIEW MENG LEONG, PAUL S. BUSCH, and DEBORAH ROEDDER JOHN, May 1989, 164–178.

Salesperson effectiveness in customer interaction is evaluated from a script-theoretic perspective. Differences in salesperson performance are traced to differences in knowledge of the actions and events across and within sales situations and the salesperson's ability to abstract from relevant previous experience. Results of two experiments conducted in an insurance context indicate that, as hypothesized, high effective salespeople provided more elaborate, distinctive, contingent, and hypothetical scripts than low effective salespeople. Moreover, these effects were accentuated in less typical sales situations, as suggested by results in the homeowner's insurance but not the life insurance experiment. Theoretical, methodological, and managerial implications of the findings are discussed.

Knowledge Structure Differences Between More Effective and Less Effective Salespeople, HARISH SUJAN, MITA SUJAN, and JAMES R. BETTMAN, February 1988, 81–86.

A study of salespeople working for a telephone marketing operation indicates that more effective (above average) salespeople have richer and more interrelated knowledge structures about their customers than do less effective (below average) salespeople in terms of both customer traits and strategies for selling to the customers. No significant differences are found between effective and less effective salespeople on the number of categories used to classify customers. A longitudinal study that tracked entering salespeople over time, from the less effective to the more effective stage, validates the findings of the cross-sectional study. Implications of these findings for sales management practice and the small but growing literature on real-world competence are discussed.

A Longitudinal Assessment of the Impact of Selected Organizational Influences on Salespeople's Organizational Commitment During Early Employment, MARK W. JOHNSTON, A. PARASURAMAN, CHARLES M. FUTRELL, and WILLIAM C. BLACK, August 1990, 333–344.

To examine the antecedents and consequences of the development of salespeople's organizational commitment during early employment, the authors conducted a longitudinal study. The study focused on how changes in three key antecedents (leadership behavior, role stress, and job satisfaction) influence the development of commitment and how changes in commitment, in turn, affect turnover intentions and behavior. Results suggest that role ambiguity and job satisfaction (but not leadership behavior) are significant contributors to the development of organizational commitment during early employment. The results also show that organizational commitment influences turnover through its significant impact on propensity to leave.

Modeling Marketing Interactions With Application to Salesforce Effectiveness, HUBERT GATIGNON and DOMINIQUE M. HANSSENS, August 1987, 247–257.

See "Econometric Models"

Performance Against Quota and the Call Selection Decision, WILLIAM T. ROSS, JR., August 1991, 296–306.

What level of quota should be imposed on the salesperson? The author proposes that when performance against quota is a significant factor in a salesperson's compensation, that salesperson's call selection decision is influenced by his or her position in relation to quota. That is, quota acts as a reference point that influences the salesperson's behavior. Using recent advances in behavioral decision theory, the author proposes that (1) salespersons who perceive themselves to have no chance to attain quota are more likely to make risk averse decisions, (2) salespersons who have made quota are more likely to make risk seeking decisions, and (3) salespersons who have a chance to make quota select the alternative that affords the best opportunity of making quota. These propositions were tested in four studies, three involving hypothetical choice and one involving decisions made in a computerized, behavioral game theoretic experiment. The results indicate that the quota level a salesperson faces can significantly influence his or her decisions.

Salesforce Compensation: An Empirical Investigation of Factors Related to Use of Salary Versus Incentive Compensation, GEORGE JOHN and BARTON WEITZ, February 1989, 1–14.

The transaction cost analysis framework is integrated with prescriptions from the sales management literature to develop a model that indicates the role of salary in a sales compensation plan for industrial firms. The descriptive power of the model is examined by surveying compensation practices in 161 firms. The results indicate that the transaction cost framework is somewhat useful in describing the use of salary, but the framework does not consider some important aspects guiding salary versus incentive compensation decisions.

Supervisory Feedback: Alternative Types and Their Impact on Salespeople's Performance and Satisfaction, BERNARD J. JAWORSKI and AJAY K. KOHLI, May 1991, 190–201.

A fourfold typology of supervisory feedback is developed by crossing the *locus* of feedback (output vs. behavior) with the *valence* of feedback (positive vs. negative) provided to salespeople. Findings from an empirical study suggest that positive feedback serves an informational and a motivational function and has a significant effect on salespeople's performance and satisfaction. In contrast, negative feedback serves an informational function, but not a motivational function, and improves performance to a relatively small extent. Further, whereas positive *output* feedback is found to have the strongest total effect on performance, positive *behavioral* feedback appears to have the strongest total effect on satisfaction. Interestingly, neither negative output feedback nor negative behav-

ioral feedback seems to reduce salespeople's satisfaction with supervisors. Finally, contrary to expectations, salespeople's acceptance of supervisory feedback does not appear to moderate these relationships in general.

Territory Sales Response Models: Stability Over Time, ADRIAN B. RYANS and CHARLES B. WEINBERG, May 1987, 229–233.

Empirical tests of territory sales response models have involved primarily a cross-sectional analysis of a salesforce at one point in time. Because such models often influence subsequent management decisions, the assumption that such models are stable over time is an important one. The authors consider factors that could influence the stability of such a model and use a five-year database to explore the stability of a previously reported model of territory sales response. In this database all the parameters appear to be stable over time.

SAMPLING AND SURVEY METHODS

Adaptive Designs or Likert-Type Data: An Approach for Implementing Marketing Surveys, JAGDIP SINGH, ROY D. HOWELL, and GARY K. RHOADS, August 1990, 304–321.

The authors discuss a method for implementing marketing surveys in which the questionnaire is "adapted" to the individual respondent. This approach (referred to as "adaptive design") enables the researcher to pose to the respondent only those scale items (usually a subset of the entire scale) that provide useful "information" about his or her attitude. Such adaptive designs are based on a measurement theory, the Latent Trait Theory (LTT), which has been developed largely in the areas of education and psychology. However, much previous research has focused on adaptive designs that are based on binary LTT models. The authors take the first step in examining adaptive designs for *Likert-type* data within a marketing context. Initially they discuss and evaluate the graded-response LTT model that utilizes all of the information in Likert-type items. Then, using a simulation study, they apply the graded LTT model to implement an adaptive design for the measurement of consumer discontent. The results of the simulation suggest that an adaptive design based on the graded-response LTT performs reasonably well on several criteria. Furthermore, the findings support theoretical predictions that adaptive designs for Likert-type data can achieve measurement efficiency and precision with a substantially smaller item pool. Implications of adaptive designs for marketing researchers and practitioners, and of LTT in general, are discussed.

Commentary on Biasing Effects of Pilot Samples and Gillett's Observations on the Stein Confidence Interval, ARTHUR J. ADAMS and RONALD E. SHIFFLER, May 1989, 241–243.

A previous note demonstrated that correctable bias is present when pilot sample information is used to establish sample size. Though Gillett claims that the Stein approach is a superior method for establishing sample size, we argue that it pursues an artificial goal, is impractical, and is subject to the underachievement effect that prompted our original note.

Completely Unacceptable Levels in Conjoint Analysis: A Cautionary Note, PAUL E. GREEN, ABBA M. KRIEGER, and PRADEEP BANSAL, August 1988, 293–300.

An experiment is reported on the extent to which respondents adhere to the implications of choosing the "completely unacceptable" level in hybrid conjoint (and related) applications. The findings indicate that the form of the instructions matters, but that respondents often ignore the implications of previous responses when responding to full-profile options containing unacceptable attribute levels. The authors discuss the impact of this inconsistency on internal predictive validity in both empirical and theoretical terms.

Confidence Interval Construction by Stein's Method: A Practical and Economical Approach to Sample Size Determination, RAPHAEL GILLETT, May 1989, 237–240.

A two-stage method of confidence interval construction developed by Stein is a practical and straightforward approach to sample size determination when one wants to estimate the mean of a normal distribution of unknown mean and variance. The technique has several advantages over the modified version of current informal practice proposed by Shiffler and Adams in a recent *JMR* article: (1) the need for correction factors is eliminated, (2) the precision of the confidence interval is fixed rather than uncertain and the desired level of confidence is guaranteed, irrespective of the unknown population variance, and (3) a sound theoretical basis is provided for making an economical choice of sample size.

A Correction for Biasing Effects of Pilot Sample Size on Sample Size Determination, RONALD E. SHIFFLER and ARTHUR J. ADAMS, August 1987, 319–321.

When a pilot study variance is used to estimate σ^2 in the sample size formula, the resulting $\hat{n}$ is a random variable. The authors investigate the theoretical behavior of $\hat{n}$. Though $\hat{n}$ is more likely to underachieve than overachieve the unbiased n, correction factors to balance the bias are provided.

"Don't Know" Item Nonresponse in a Telephone Survey: Effects of Question Form and Respondent Characteristics, JAMES H. LEIGH and CLAUDE R. MARTIN, JR., November 1987, 418–424.

Effects of question form, question content, and respondent experience/involvement factors on indicators of "don't know" item nonresponse to attitude questions were investigated in a split-ballot experiment with 398 respondents. Results provide support for premises of the threshold model formulated by Schuman and Presser. Experienced/involved respondents and those with little experience/involvement are found to differ in the degree to which item nonresponse varies with the number of scale points and question specificity. Implications and research directions are provided.

The Effect of Mixed Grammar Chains on Responses to Survey Questions, JAMES H. BARNES, JR. and MICHAEL J. DOTSON, November 1989, 468–472.

Reports of the use of mixed grammar chains in survey research have become common in the literature. An investigation of the misunderstanding by respondents as the result of such usage suggests that researchers may not fully appreciate the nature and impact of this form of bias introduced into their results.

Generalizability Theory: A Comprehensive Method for Assessing and Improving the Dependability of Marketing Measures, JOSEPH O. RENTZ, February 1987, 19–28.

See "Measurement"

Length-Biased Sampling in Mall Intercept Surveys, CLIFFORD NOWELL and LINDA R. STANLEY, November 1991, 475–479.

The authors address length-biased sampling that occurs when sampling is done at central locations in a shopping center. Correction techniques are presented for two situations: when the total length of stay is known or estimated and when only the recurrence time is known accurately. The techniques are illustrated with mall intercept data.

Measuring Consumer Attitudes Toward the Marketplace With Tailored Interviews, SIVA K. BALASUBRAMANIAN and WAGNER A. KAMAKURA, August 1989, 311–326.

The authors demonstrate how item response theory can be applied for cost effective measurement of consumer attitudes with multi-item scales. The measurement technique they discuss and illustrate

is tailored to each respondent so that each is asked only the scale items most informative of his or her attitude level. This approach yields attitude estimates from only a fraction of the total number of items in the attitude scale, with a measurable and controllable increase in the standard error of measurement. Potential cost-saving implications are discussed.

On the Use of Confirmatory Measurement Models in the Analysis of Multiple-Informant Reports, AJITH KUMAR and WILLIAM R. DILLION, February 1990, 102–111.

See "Measurement"

Response Effects in Computer-Administered Questioning, JOHN P. LIEFELD, November 1988, 405–409.

Responses to questions administered by computer, personal interview, and self-completion methods were assessed in a between-subjects experimental design. For yes/no and pick-one question types, responses were similar for all three methods of questioning. For multiresponse knowledge questions, subjects in the computer-administered treatment group picked more answers, which were more often incorrect. Responses to integer-scale questions in the computer-administered treatment group had slightly higher means and lower dispersion, but these effects are not significant.

SCALING METHODS

Adaptive Selling: Conceptualization, Measurement, and Nomological Validity, ROSANN L. SPIRO and BARTON A. WEITZ, February 1990, 61–69.

See "Salesforce Research"

An Approach to Marketing Data Analysis: The Forced Classification Procedure of Dual Scaling, SHIZUHIKO NISHISATO and WOLFGANG GAUL, August 1990, 354–360.

The forced classification procedure of dual scaling is presented as an alternative to the standard application of dual scaling for marketing data analysis. A numerical example from marketing research is used to illustrate some features of forced classification as a possible method for market segmentation and data analysis in general.

Assessing Attribute Significance in Conjoint Analysis: Nonparametric Tests and Empirical Validation, RAJEEV KOHLI, May 1988, 123–133.

Statistical testing of attribute significance is not possible in conjoint studies that use nonmetric algorithms to analyze respondent ranks of multiattribute product profiles. Procedures that test attribute significance at an aggregate (e.g., segment) level but maintain individual differences in preferences can be used (1) to confirm differences among benefits sought by hypothesized segments of respondents, (2) to eliminate insignificant attributes, reducing the time and cost of conjoint choice simulations, and (3) to design subsequent conjoint studies for the same product class. The author presents two tests of attribute significance in conjoint analysis. One is appropriate when consumer preferences for attribute levels can be ordered *a priori* and the other can be used when such ordering is not permissible. Each test permits different levels of an attribute to appear in different numbers of product profiles. The proposed tests assess attribute significance across multiple respondents with idiosyncratic preferences. Because they use rank order data, the testing procedures are not limited to a specific scaling algorithm. A Monté Carlo simulation indicates that eliminating insignificant attributes does not affect share-of-choices predictions for new product concepts if the number of insignificant attributes is not very large. Otherwise, the usual tradeoff between parsimony and predictive accuracy is necessary.

The Carroll-Green-Schaffer Scaling in Correspondence Analysis: A Theoretical and Empirical Appraisal, MICHAEL J. GREENACRE, August 1989, 358–365.

In two recent *JMR* articles, Carroll, Green, and Schaffer have proposed an alternative scaling of the coordinates in the correspondence analysis of a contingency table. This "CGS scaling" is claimed to allow interpoint distance comparisons both "within sets" (i.e., row-to-row and column-to-column distances) and "between sets" (i.e., row-to-column distances). The author shows by a theoretical argument and by means of a simple practical example that the rationale on which this scaling is based is incorrect.

Comparing Interpoint Distances in Correspondence Analysis: A Clarification, J. DOUGLAS CARROLL, PAUL E. GREEN, and CATHERINE M. SCHAFFER, November 1987, 445–450.

In a recent *JMR* article, the authors described and illustrated a correspondence analysis scaling that permitted both within-set and between-set squared distance comparisons. This note clarifies the relationship between the proposed scaling and another scaling (popular among the "French school" of data analysts) in which the diagonal matrix of singular values is applied to *both* X and Y coordinates. Using a dataset from Greenacre, the authors examine conceptual and empirical contrasts among three alternative scalings.

Constructing MDS Joint Spaces From Binary Choice Data: A Multidimensional Unfolding Threshold Model for Marketing Research, WAYNE S. DeSARBO and DONNA L. HOFFMAN, February 1987, 40–54.

See "Econometric Models"

Consumer Ethnocentrism: Construction and Validation of the CETSCALE, TERENCE A. SHIMP and SUBHASH SHARMA, August 1987, 280–289.

See "Buyer Behavior"

Latent Class Models for the Analysis of Behavioral Hierarchies, LAWRENCE F. FEICK, May 1987, 174–186.

The author develops and describes latent class models useful for the analysis of behavioral hierarchies. The latent class models investigated are generalizations of the Guttman scale model and consider probabilistic relationships of item response to scale type and multiple hierarchical orderings of item responses. In addition, the author develops models for hierarchies that are present at the level of sets of items rather than at the level of individual items. He calls them "characteristics models" and examines their relationship to models for hierarchies of items. The models are illustrated on consumer complaint data gathered from a cross-sectional survey.

Reply to Greenacre's Commentary on the Carroll-Green-Schaffer Scaling of Two-Way Correspondence Analysis Solutions, J. DOUGLAS CARROLL, PAUL E. GREEN and CATHERINE M. SCHAFFER, August 1989, 366–368.

The authors consider Greenacre's criticisms of the CGS scaling of two-way correspondence analysis. They suggest that Greenacre's indictment of this scaling approach also implies an indictment of multiple correspondence analysis interpretations—interpretations that have been made by him (and by other contributors to correspondence analysis) prior to the publication of their articles.

Robustness and Small-Sample Properties of the Estimators of Probabilistic Multidimensional Scaling (PROSCAL), B. KEMAL BÜYÜKKURT and MERAL DEMIRBAG BÜYÜKKURT, May 1990, 139–149.

Probabilistic multidimensional scaling (MDS) models, in comparison with the deterministic ones, offer several theoretical advantages that are likely to appeal to marketing researchers. These

advantages are based on asymptotic sampling theory assuming that an explicated error distribution holds true. Whether such models are perceived as practical and useful by marketing researchers, however, will depend partially on the robustness and small-sample properties of their estimators. The error underlying the judgments may very well violate the distributional assumptions, and the typical sample size in marketing applications is not likely to meet the asymptotic requirements. The authors examine the robustness and small-sample properties of PROSCAL, a probabilistic MDS algorithm based on a multivariate generalization of Thurstone's pair comparison model. The results of two extensive simulations experimentally manipulating number of subjects, number of stimuli, and type of error distribution and its variance suggest that PROSCAL estimators are robust to violations of the assumption of normality of the error term within the manipulated ranges of the parameter values. Also, goodness of recovery and dimensionality tests are fairly accurate for sample sizes as small as nine.

The Robustness of MDS Configurations in the Case of Incomplete Data, NARESH K. MALHOTRA, ARUN K. JAIN, and CHRISTIAN PINSON, February 1988, 95–102.

The authors examine the robustness of MDS configurations when incomplete rather than complete input data are used. Using two empirical studies, they show that robustness varies as the amount of incomplete data increases and that random methods of data deletion perform as well as cyclic designs. These findings provide empirical support for earlier Monté Carlo literature on the topic. The authors also show that individual characteristics of respondents, namely cognitive integration and imagery, influence the quality of configurations obtained with incomplete data.

The Sensitivity of Confirmatory Maximum Likelihood Factor Analysis to Violations of Measurement Scale and Distributional Assumptions, EMIN BABAKUS, CARL E. FERGUSON, JR., and KARL G. JÖRESKOG, May 1987, 222–228.

See "Measurement"

An Updated Paradigm for Scale Development Incorporating Unidimensionality and Its Assessment, DAVID W. GERBING and JAMES C. ANDERSON, May 1988, 186–192.

See "Measurement"

Validity and Structural Reliability of Multidimensional Scaling, NARESH K. MALHOTRA, May 1987, 164–173.

The author examines the convergent and discriminant validity of multidimensional scaling (MDS) using the multitrait-multimethod matrix approach. An assessment also is made of the impact on MDS solutions due to embedding of stimuli in similar stimuli and due to change in stimulus domain introduced via different kinds of stimuli. The results indicate reasonable validity and that MDS solutions are fairly robust to the impact of embedding but less robust to changes in stimulus domain.

SEGMENTATION RESEARCH

An Approach for Tracking Within-Segment Shifts in Market Shares, RAJIV GROVER and V. SRINIVASAN, May 1989, 230–236.

Most approaches to examining the effects of marketing variables on market shares treat the market as a single aggregate. Examining the marketing effects at the segment level would be more useful managerially. Recently, Grover and Srinivasan proposed that a market segment be defined as a group of consumers homogeneous in terms of the probabilities of choosing the different brands in a product class. The market is thereby segmented into brand loyal segments and multiple switching segments. The authors extend this approach to allow the within-switching-segment market shares to vary across periods. The changes over time in within-segment market shares are related to marketing variables such as price and promotion through a logit model. Application of the model to data from a scanner panel shows that the proposed approach produces a modest improvement in predictive validity in comparison with the traditional approach of treating the market as a single aggregate.

Constrained Discrimination Via MDI Estimation: The Use of Additional Information in Segmentation Analysis, AJITH KUMAR and WILLIAM R. DILLON, November 1987, 396–403.

The authors demonstrate a general, flexible constrained discrimination method for testing hypotheses about the segmentability of a target population using categorical descriptors when additional information is available. The method applies the principle of minimum discrimination information (MDI) to the estimation of multinomial probabilities under linear equality and inequality constraints.

Empirical Evidence Supporting the Use of Multiple Choice Models in Analyzing a Population, DENNIS H. GENSCH, May 1987, 197–207.

Standard practice in the application of disaggregate choice models is to assume all members of a (sample) population use the same basic decision process, and thus to employ one disaggregate choice model to analyze an entire population. The author suggests that not all decision makers use the same basic decision process on a given choice and that there are variables by which a sample can be partitioned *a priori* into segments assumed to be using different choice processes. The use of multiple disaggregate choice models, each model fitting the choice process assumptions of a segment, should improve both the predictive accuracy and the quality of the diagnostic information provided. Empirical information from two separate datasets tends to support strongly the approach of using multiple disaggregate choice models on a given (sample) population.

Estimation of Latent Class Models With Heterogeneous Choice Probabilities: An Application to Market Structuring, DIPAK JAIN, FRANK M. BASS, and YU-MIN CHEN, February 1990, 94–101.

See "Brand Choice"

Evaluating the Measurement Validity of Lifestyle Typologies With Qualitative Measures and Multiplicative Factoring, JOHN L. LASTOVICKA, JOHN P. MURRY, JR., and ERIC JOACHIMSTHALER, February 1990, 11–23.

See "Measurement"

LADI: A Latent Discriminant Model for Analyzing Marketing Research Data, WILLIAM R. DILLON and NARENDRA MULANI, February 1989, 15–29.

A general, flexible LAtent DIscriminant model is described. LADI is a model-based clustering procedure, derived from a specific conceptualization in which the discrimination problem is viewed in a *latent mixture* context. The basic model yields maximum likelihood (ML) estimates of mixing parameters and structural parameters that define the latent clusters in terms of the responses to a set of descriptor variables. Among other features, the model accommodates descriptor variables having different scale properties, allows for the investigation of group structure, provides a statistical test of the number of latent clusters to retain, and allows for constraints to be imposed on the solution.

A Least Squares Procedure for Benefit Segmentation With Conjoint Experiments. WAGNER A. KAMAKURA, May 1988, 157–167.

A popular procedure for benefit segmentation based on conjoint experiments has been to estimate individual-level part worths and then form nonoverlapping clusters of consumers with similar estimates. Rather than using these estimates as the criteria for clustering, the least squares procedure discussed in the article attempts to

group consumers into homogeneous segments so their stated preferences are explained maximally by their group-level preference functions. This procedure also provides a measure of the expected predictive accuracy that will help the researcher in choosing an adequate aggregation level.

A Probabilistic Choice Model for Market Segmentation and Elasticity Structure, WAGNER A. KAMAKURA and GARY J. RUSSELL, November 1989, 379–390.

Marketing scholars commonly characterize market structure by studying the patterns of substitution implied by brand switching. Though the approach is useful, it typically ignores the destabilizing role of marketing variables (e.g., price) in switching behavior. The authors propose a flexible choice model that partitions the market into consumer segments differing in both brand preference and price sensitivity. The result is a unified description of market structure that links the pattern of brand switching to the magnitudes of own- and cross-price elasticities. The approach is applied in a study of competition between national brands and private labels in one product category.

SCULPTRE: A New Methodology for Deriving and Analyzing Hierarchical Product-Market Structures From Panel Data, VENKATRAM RAMASWAMY and WAYNE S. DeSARBO, November 1990, 418–427.

See "Regression and Other Statistical Techniques"

A Simultaneous Approach to Market Segmentation and Market Structuring, RAJIV GROVER and V. SRINIVASAN, May 1987, 139–153.

The authors define a market segment to be a group of consumers homogeneous in terms of the probabilities of choosing the different brands in a product class. Because the vector of choice probabilities is homogeneous within segments and heterogeneous across segments, each segment is characterized by its corresponding group of brands with "large" choice probabilities. The competitive market structure is determined as the possibly overlapping groups of brands corresponding to the different segments. The use of brand choice probabilities as the basis for segmentation leads to market structuring and market segmentation becoming reverse sides of the same analysis. Using panel data, the authors obtain the matrix of cross-classification of brands chosen on two purchase occasions and extract segments by using the maximum likelihood method for estimating latent class models. An application to the instant coffee market indicates that the proposed approach has substantial validity and suggests the presence of submarkets related to product attributes as well as to brand names.

SERVICES MARKETING

Effects of Relationship Marketing on Satisfaction, Retention, and Prices in the Life Insurance Industry, LAWRENCE A. CROSBY and NANCY STEPHENS, November 1987, 404–411.

See "Buyer Behavior"

SOCIAL ISSUES AND PUBLIC POLICY

Interactive Impact of Informational and Normative Influence on Donations, STEPHEN A. LaTOUR and AJAY K. MANRAI, August 1989, 327–335.

See "Buyer Behavior"

STRATEGY AND PLANNING

Alliances in Industrial Purchasing: The Determinants of Joint Action in Buyer-Seller Relationships, JAN B. HEIDE and GEORGE JOHN, February 1990, 24–37.

See "Industrial Marketing"

Associative Positioning Strategies Through Comparative Advertising: Attribute Versus Overall Similarity Approaches, CORNELIA DRÖGE and RENÉ Y. DARMON, November 1987, 377–388.

See "Advertising and Media Research"

Brand Introduction Strategies and Competitive Environments, HUBERT GATIGNON, BARTON WEITZ, and PRADEEP BANSAL, November 1990, 390–401.

Drawing on research in marketing strategy and industrial organization economics, the authors develop a model to describe the impact of strategies for introducing a new brand, aspects of the competitive environment, and firm characteristics on the performance of new brands. They test the model for 68 new brands in the pharmaceutical industry using a nested error component model. The results indicate which factors affect brand introduction strategies in marketing.

Competitive Reactions to Market Entry: Explaining Interfirm Differences, HUBERT GATIGNON, ERIN ANDERSON, and KRISTIAAN HELSEN, February 1989, 44–54.

Competitive reactions are recognized as a driving force influencing marketing decisions. The authors seek to explain how established competitors in an oligopoly react to a significant new entry in their market. It has been suggested that at least some established competitors will react to a market entry positively and at least some competitors will react negatively or not at all. Both theory and evidence suggest that not all firms will react to an entry in the same way. The authors posit that interfirm differences in competitive reactions to entry can be predicted by observing, for each competitor, the elasticity of each marketing mix variable. Competitors will retaliate with their effective marketing mix "weapons" and retreat with their ineffective marketing instruments. These predictions are tested by estimating the parameters of an econometric model of demand response functions and reaction functions with data from the market for an over-the-counter gynecological product and from the airline industry. Results, replicated in the two markets, are substantially consistent with predictions.

Consumer Preference Formation and Pioneering Advantage, GREGORY S. CARPENTER and KENT NAKAMOTO, August 1989, 285–298.

See "Buyer Behavior"

Defensive Marketing Strategy by Customer Complaint Management: A Theoretical Perspective, CLAES FORNELL and BIRGER WERNERFELT, November 1987, 337–346.

On the basis of Hirschman's exit-voice theory, an economic model of defensive marketing strategy is developed for complaint management. Though many firms strive to reduce the number of customer complaints about their products, this objective is found to be questionable. Instead, analysis suggests complaints from dissatisfied customers should be maximized subject to certain cost restrictions. The authors also show that defensive marketing (e.g., complaint management) can lower the total marketing expenditure by substantially reducing the cost of offensive marketing (e.g., advertising). The savings in offensive marketing are often high enough to offset the additional costs associated with compensating complaining customers, even if compensation exceeds the product's profit margin.

The Effects of Brand Positioning Strategies on Consumers' Brand and Category Perceptions: Some Insights From Schema Research, MITA SUJAN and JAMES R. BETTMAN, November 1989, 454–467.

See "Brand Choice"

Manufacturer Trade Deals and Retail Price Promotions, RAJIV LAL, November 1990, 428–444.

See "Pricing Research"

New Product Preannouncing Behavior: A Market Signaling Study, JEHOSHUA ELIASHBERG and THOMAS S. ROBERTSON, August 1988, 282–292.
See "New Product Research"

Niching Versus Change-of-Pace Brands: Using Purchase Frequencies and Penetration Rates to Infer Brand Positionings, BARBARA E. KAHN, MANOHAR U. KALWANI, and DONALD G. MORRISON, November 1988, 384–390.
See "Brand Choice"

Personal Communications in Marketing: An Examination of Self-Interest Contingency Relationships, JOSHUA L. WIENER, RAYMOND W. LaFORGE, and JERRY R. GOOLSBY, May 1990, 227–231.
See "Marketing Management"

Pioneering and Market Share: Is Entry Time Endogenous and Does It Matter? MICHAEL J. MOORE, WILLIAM BOULDING, and RONALD C. GOODSTEIN, February 1991, 97–104.
See "Econometric Models"

A Practical Bayesian Approach to Selection of Optimal Market Testing Strategies, RABIKAR CHATTERJEE, JEHOSHUA ELIASHBERG, HUBERT GATIGNON, and LEONARD M. LODISH, November 1988, 363–375.

The authors describe a methodology and a personal-computer-based decision model for selecting optimal market testing strategies. A Bayesian decision theoretic framework is used that (1) considers continuously distributed payoffs, (2) allows for updating of information on market response to strategies that are not being tested directly (relaxing the assumption of independence among test outcomes), and (3) incorporates managers' attitude toward risk. The goals of the methodology are to bring managers a practical, usable tool that will help support their design of market tests and to obtain some insights into the market testing problem. An application of the methodology is reported to illustrate the potential of the model as a practical and easily implementable marketing decision aid. Using the analytical insights obtained from the model, the authors summarize the influence of the various characteristics of the alternative strategies on the value of a market test and the choice of the test strategy.

Sources of Market Pioneer Advantages: The Case of Industrial Goods Industries, WILLIAM T. ROBINSON, February 1988, 87–94.
See "Industrial Marketing"

Unbundling of Industrial Systems, LYNN O. WILSON, ALLEN M. WEISS, and GEORGE JOHN, May 1990, 123–138.
See "Industrial Marketing"

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